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62.23
AMERICAN BULB COMPANY
IMPORTERS and GROWERS

CHICAGO: 182 N. Wabash Ave., North of Randolph



NEW YORK: 6 Murray Street, West of Broadway



DELPHINIUM (Larkspur)

ABC
SUPREME QUALITY

FLORISTS'

**FLOWER SEEDS
BULBS AND PLANTS
FLORISTS REQUISITES**

1927 WHOLESALE PRICES
FOR FLORISTS NURSE-
RYMEN AND SEEDMEN **1927**

*Mail All Orders for Stock Selected From This
List to 182 N. Wabash Ave., Chicago, Ill., A.B.C.*



Partial View of "Beauty" Aster Field at John Bodger & Son's Co., Los Angeles, Calif. Our Supply of Florists' Aster Seed Is Obtained Exclusively from Bodger's. See Aster Page in This Book for the Reason. A. B. C.



Scene from Field of Bodger's "True Strain" Dahlia Flowered Zinnias—Our Seed of Same Is Obtained Exclusively from Bodger's (the Originators of This Wonderful New Strain). For Cut-Flowers or Display in the Garden These Zinnias Are in a Class by Themselves—Plant Freely of Them for Summer and Early Fall Cut-Flowers.

Bodger's True Strain Dahlia Flowered Zinnias "A FLORIST'S MONEYMAKER"

Exquisite. Color, light rose with center a deep rose. (Tyrian Rose).

Old Rose. This is adequately described by its name, as it is of the real old rose shade.

Illumination. Similar to Exquisite, but a striking self color of deep rose. (Tyrian Rose.)

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Crimson Monarch. By far the largest and best of red shades.

Giant Attraction. A distinct shade of brick red (Spectrum Red) which carries its color well from the bud, and forms into an immense ball of color when in full bloom.

Scarlet Flame. A large, beautiful, bright scarlet, with a delightful blending of orange throughout the petal. This is not a bicolor.

Meteor. A rich, glowing deep red (Spinel Red) and the darkest of all the red shades. Fine form, with good depth of petals. Very large.

Oriole. An immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.

Dream. A fine, deep lavender, turning to purple (Mallow Purple) a new, desirable shade in Zinnias.

Polar Bear. A very large pure white, the best white yet seen in Zinnias.

Buttercup. An immense deep creamy yellow. A very desirable flower.

Canary Bird. A delicate shade of primrose—very large and holds its color well until out of bloom.

Price of each of above: Extra Size Trade Packet, 50c; ¼ oz., 85c; per oz., \$3.00.

Special Offer. One extra size Trade Packet, each of any seven varieties selected from above for \$3.00.

Special Mixture. A well-blended mixture containing the above novelties. Price Trade Packet, 50c; per oz., \$2.00.



BODGER'S "TRUE STRAIN" DAHLIA FLOWERED ZINNIA

Actual Size from a Photograph

For Cut-Flowers and Garden Show These Exceptional Zinnias Are Unexcelled.

For additional list of Zinnias please refer to alphabetically arranged list on inside pages.



CHICAGO TELEPHONES
RANDOLPH 3316-4976

AMERICAN BULB COMPANY

Importers & Growers

CHICAGO
182 N. WABASH AVE.
NORTH OF RANDOLPH

NEW YORK
6 MURRAY ST
WEST OF BROADWAY



CHICAGO CABLE ADDRESS "BULBS"
A.B.C. AND BENTLEY CODES

"SHOPPING BY MAIL"

While we aim, through the medium of our twelve traveling representatives, to make a personal call at some time during the year on our extensive clientele situated in the various centers from Maine to California, it is of course, even with our large force, a physical impossibility for our men to visit as many of the trade as we would like to, and in consequence we have perfected our "scheme of business" to the end that you can at any time during the year SHOP WITH US BY MAIL with confidence that your interests will be taken care of, both as to quality of goods and service.

We solicit correspondence from those interested in our lines and we hope this wholesale catalogue will be retained during the coming year for future reference as to descriptions and prices when the time comes around for ordering seasonable goods. A. B. C. "SUPREME" QUALITY Bulbs and Seeds are now planted by "The particular grower from Maine to California" and our establishments at CHICAGO AND NEW YORK offer convenient centers for quick transit to all points.

EARLY ORDERS

Will, we believe
prove mutually
advantageous

Soliciting your valued commands,

Very truly yours,

AMERICAN BULB COMPANY,

Per A. Miller, Pres.

WE MENTION BELOW A FEW OF OUR IMPORTANT SPECIALTIES

A. B. C. "SUPREME" QUALITY GLADIOLUS BULBS

Produced in immense volume at points in Michigan, Indiana and Illinois under our personal supervision. Acreage is devoted to "Non-cut flower production of Bulbs," especially grown and cured for greenhouse forcing. Equally desirable for outdoor culture. We stock the following varieties in large quantities.

Mrs. Frank Pendleton
Alice Tiplady
Maiden's Blush
Flora

Lena Graetz
Mrs. Dr. Norton
Mary Fennell

Helen Franklin
Anna Eberius
1910 Rose

Arizona
America
Mrs. Francis King

Le Marechal Foch
Myrtle
Niagara

Schwaben
E. J. Shaylor
Virginia

And many other high class cut-flower varieties.

FLORISTS' FLOWER SEEDS

In addition to the general line of standard sorts, we draw particular attention to the following extra special stocks:

Ferd. Fischer's World Famous
Cyclamen Seed.

Private Stock Exhibition Pansy.
Petunias.
Snapdragons.

Early and Summer-Flowering
Sweet Peas.
New Dahlia-Flowered Zinnia, etc.

Beauty of Nice and Bismarck
Stocks.

TERMS OF BUSINESS

Routing Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office Stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Disclaimer The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit

PARCEL POST—We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. **We do not deliver any goods free at Wholesale Prices.**

PRICES—This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same, otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D. All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Discounts On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower Seeds; 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net, as are also bills for goods supplied under special quotations unless otherwise agreed upon.



SNAPDRAGON, JENNIE SCHNEIDER

NEW SNAPDRAGON — "JENNIE SCHNEIDER"

SENSATION OF ST. LOUIS, MO., MARKET FOR SEVERAL YEARS PAST

We have been fortunate in securing the sole agency for this new Snapdragon, and which we believe is the most valuable pink cut-flower variety in existence today.

H. G. Berning, the well-known wholesale florist of St. Louis, Mo., and president of the Society of American Florists, says of it:

"Regarding your inquiry about the Jennie Schneider Snapdragon, will say we have handled it exclusively for several years and have never been able to get enough to satisfy the demand, the retailers continually fussing because they do not get their orders filled in full.

"The color is a beautiful pink, the shade of a well-grown Columbia rose. The flowers are very close together with very long spikes. These spikes are over two feet long without disbudding.

"Mr. Schneider, the originator, starts to cut in the early fall and continues to do so right on up until the first of June.

"This variety cannot be confused with any other. It sells for at least double the price of any other Snapdragon we have ever handled, and we could have sold at least three or four times as many blooms as he was able to produce."

Price of seed, per trade pkt., \$2.00; 3 pkts. for \$5.00; 12 pkts. for \$17.50.

FOR BETTER FLOWER SEEDS

Excerpt from Florists' Review, Issue July 1st, 1926

"Don't use 'cheap' seeds. A mongrel plant takes as much space and the same care as a thorobred, but it does not give the same returns to the grower."

When arranging for our supply of florists' flower seed stocks with the various specialist growers of the world, price is an afterthought with us. THE PHRASE "A. B. C. SUPREME QUALITY SEEDS ARE PLANTED BY THE PARTICULAR GROWER FROM MAINE TO CALIFORNIA" is based on fact, and an increase of 40% of sales in 1926 over the year previous indicates, we believe, that our qualifications along this line are fully appreciated by the trade.

Our 1927 list will be found replete with every worthwhile kind, as well as several meritorious novelties not obtainable elsewhere.

We call particular attention to our strains of Asters, Cyclamen, Petunias, Snapdragons, Zinnias and Sweet Peas.

Prices! They will be found to be consistent with the "quality you should have for best results," and the axiom "not how cheap, but how good," should predominate in the buyer's mind when arranging for supply of same.

Soliciting your valued commands,

Yours very truly,

AMERICAN BULB COMPANY.

Chicago and New York.

FISCHER'S FAMOUS CYCLAMEN

OUR LEADING FLOWER SEED SPECIALTY

TO MY CUSTOMERS:

I have paid strict attention to my Salmon and Red shades particularly for the American trade. My seed will be offered by the American Bulb Company. It is with pleasure that I recommend all florists who are growers of high class plants to try out my seed. I hold recommendations from the best growers in the world.

Yours very truly,

FERD. FISCHER.

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A. B. C. CUT-FLOWER ASTERS

Realizing the importance of the Aster to cut flower growers, we secure our supply of seed from John Bodger & Sons Co., California, who unquestionably produce the choicest Asters in the world.

Following is statement of said firm and which we have fully verified through several personal visits by members of our concern.

"We have under cultivation a large tract of land of an alluvial and peat composition which is sub-irrigated from mountain springs.

"We are able to grow Asters to perfection with no trouble from the diseases common to this plant. We have no overhead moisture from the time the fields are planted to the time the seed is harvested, and our even climate, together with our work in reselecing, is enabling us to improve our strains in Asters very materially as the seasons advance.

"Seed harvested under these conditions is of highest germination and more disease resisting."



AQUILEGIA (COLUMBINE) "COPPER QUEEN"

A dark red hybrid. The color of its broad petals is a decided copper red with long spurs of a darker hue, whilst the large open corolla shows a straw color passing later into white.

The seed of this novelty can be relied on to produce about 80% of true seedlings.

Price per trade pkt. 50c

Worth-While Seed Novelties

BEGONIA SEMPER FLORENS "GUSTAV KNAAKE"

8 to 10 inches high, with graceful, light green leaves and blooms in luxuriant exuberance, on flower-stalks richly crowned with crimson-fired blossoms about 1½-2 inches in diameter. Quite remarkable is the likeness to Begonia "Gloire de Lorraine." Can be grown constantly from seed requiring only the simple attention of the ordinary Begonia semperflorens kinds. Of great value as pot-plant for the months of June-July-August. Per trade pkt., \$1.00.

Campanula Persicifolia New Giant Hybrids

This wonderful race of giant peach-leaved Campanulas have attracted a considerable amount of attention and admiration when exhibited in London. The majestic spikes, pyramidal and branched, attain a great height, and in the distance at least look more like a Delphinium than a Campanula. The flowers are large and vary in color from pure white to deep blue. The plants are of easy culture and grow well in any moderately rich well dug soil, a well drained rather moist soil for preference, and do not object to a little shade. The seed we now offer has been saved from the following fine varieties:

Everest. Soft Blue.

Fleure de Nieve. Dbl. Pure White.

Queen of June. Light China Blue.

Shirley. Pale Blue.

Snowdrift. Large Pure White.

The King. Deep Rich Blue.

Price, per trade pkt., 75c; the set of 6 for \$4.00

Ornamental Pomegranate

A NEW CHRISTMAS PLANT

The seeds should be planted in flats in the greenhouse and when they are of suitable size to pick off, they should be planted in 2-inch pots and a little later in 4-inch pots where they will get established. As soon as the weather warms up sufficiently, they could be shifted to cold frames in the full rays of the sun and brought back into a forcing temperature about the last week in August and "forced" in a temperature of 60 to 65 degrees for the Christmas trade. They come into flower early, but the first flowers should be kept "nipped" until well on in September when they will begin to take on a general crop which will make them salable in December and for several months following.

200 seeds, \$1.00; 1000 seeds, \$4.50

LILIUM REGALE

100 seeds, 25c; 1000 seeds, \$1.50; 5000 seeds, \$6.00; 10,000 seeds, \$10.00; oz., \$3.00; lb., \$40.00. For price of bulbs, see back page.

NEW CLEVELAND CHERRY ("HOLLIED STRAIN")

A big improvement over the ordinary Cleveland Cherry. Tr. pkt. 50c



A. B. C. CUT-FLOWER ASTERS

Asters, thanks to a California specialist, namely, John Bodger & Sons Co., are now obtainable in numerous exceptional varieties and by planting the different sorts, with good handling you may have flowers from the latter part of June almost up to November. Our supply of aster seed is secured exclusively from the above named firm and is, we believe, the kind to sow for best results.

FLORIST'S FAVORITE

A New A. B. C. Introduction

While visiting Cleveland, Ohio, during the past several seasons, our president, Mr. A. Miller, noted this most unusually high quality Aster and the fact that florists invariably bought it up in the wholesale market, generally paying a premium over the price asked for other good sorts. Last Spring Mr. Miller was fortunate in securing a small quantity of seed of same, and which was grown exclusively for A. B. C. by John Bodger & Sons., Calif. Resultant crop is comparatively small and we cannot supply more than one ounce to a customer. Florists' Favorite is of the most exquisite shade of lavender-pink imaginable, full double flower of large size, and a cut flower shade the trade will, we believe, fully appreciate. Plants of strong branching habit. Per trade pkt., \$0.50; 3 for \$1.25; per oz., \$2.50.



ASTER, AMERICAN BEAUTY

(See Next Page for Description and Price)

BODGER'S IMPROVED CALIFORNIA GIANTS

(Also known on the Chicago Cut-Flower Market as "Chicago Giant Beauty.")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems, 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut-flower asters.

	Tr. Pkt.	Oz.
Deep Rose	\$0.50	\$4.50
Peach Blossom50	4.50
Light Blue50	4.50
Purple50	4.50
Mixed50	4.50

QUEEN OF MARKET ASTER

Early-flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.

	Tr. Pkt.	Oz.
Brilliant Rose	\$0.25	\$1.00
Blush Pink25	1.00
Crimson25	1.00
Lavender25	1.00
Purple25	1.00
White25	1.00
Mixed15	.75

MIGNON ASTER

Similar to Improved Victoria but smaller in flower and very free blooming; fine for bedding and pot culture.

	Tr. Pkt.	Oz.
Brilliant Rose	\$0.40	\$2.00
Fiery Scarlet40	2.00
Light Blue40	2.00
White40	2.00

ASTERMUM

Of compact type, closely resembling the Crego, but blooming somewhat earlier; plants grow about 2 feet high and are of branching habit. Flowers of large size and very double.

	Tr. Pkt.	Oz.
Lavender	\$0.30	\$1.25
Rose Pink30	1.25
White30	1.25
Fine Mixed30	1.25

EARLY WONDER ASTER

These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems.

	Tr. Pkt.	Oz.
White	\$0.40	\$2.00
Pink40	2.00
Dark Blue40	2.00

EARLY ROYAL BRANCHING ASTER

Comes into bloom shortly after Queen of the Market and a specially fine Aster to follow said variety; 2 feet high, blooms of large size.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.25
Shell Pink30	1.25
Lavender30	1.25
Purple30	1.25
Rose Pink30	1.25
White30	1.25
Mixed30	1.25



ASTER, "KING"

SEMPLE'S BRANCHING ASTER

The standard late blooming Aster and generally planted by florists for main crop. Plants 2½ to 3 feet high. Branching and robust. Our strain is specially selected.

	Tr. Pkt.	Oz.
White	\$0.30	\$1.25
Vick's Silvery Rose35	1.50
Shell Pink30	1.25
Rose Pink30	1.25
Deep Purple30	1.25
Lavender30	1.25
Azure Blue30	1.25
Crimson30	1.25
Mixed30	1.25

GIANT COMET ASTER

Flowers unusually large, the twisted and curled petals resembling a huge Chrysanthemum; strong stems averaging 15 to 20 inches in length; a good bedding variety.

	Tr. Pkt.	Oz.
Malmaison Pink	\$0.35	\$1.25
Crimson35	1.25
Light Blue35	1.25
Royal Purple35	1.25
White35	1.25
Mixed30	1.25

IMPROVED CREGO ASTER

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.

	Tr. Pkt.	Oz.
White	\$0.30	\$1.25
Azure Blue30	1.25
Lavender30	1.25
Purple30	1.25
Crimson30	1.25
Rose Pink30	1.25
Shell Pink30	1.25
Mixed30	1.25

BALL'S IMPROVED WHITE

A pure white Aster of branching habit, and a great favorite in the Chicago wholesale cut-flower market. \$0.40 \$2.50

Dahlia Flowered Zinnias for Summer and Fall Cut-Flowers Are in a Class by Themselves

(See inside Front Cover for description and prices.)

ASTERS—Continued

HEART OF FRANCE

	Tr. Pkt.	Oz.
Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market	\$0.40	\$1.75

AMERICAN BEAUTY ASTER

A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

	Tr. Pkt.	Oz.
Azure Fairy	\$0.40	\$1.75
Carmine Rose40	1.75
Lavender40	1.75
Purple40	1.75
September Beauty40	1.75
White40	1.75
Mixed40	1.75

KING ASTER

(See illustration opposite.)

Needle Type, 1½ to 2 feet. Large flowers with quilled petals.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.25
Purple30	1.25
Lavender30	1.25
Rose30	1.25
Shell Pink30	1.25
Violet30	1.25
White30	1.25
Mixed30	1.25

DAYBREAK ASTER—Improved Victoria

Plants 2 feet high, erect and robust habit. Flowers large, very double, recurved, closely imbricated, making it one of the best for decorative purposes.

	Tr. Pkt.	Oz.
Pink	\$0.40	\$2.50
White (Purity)40	2.50

LAVENDER GEM

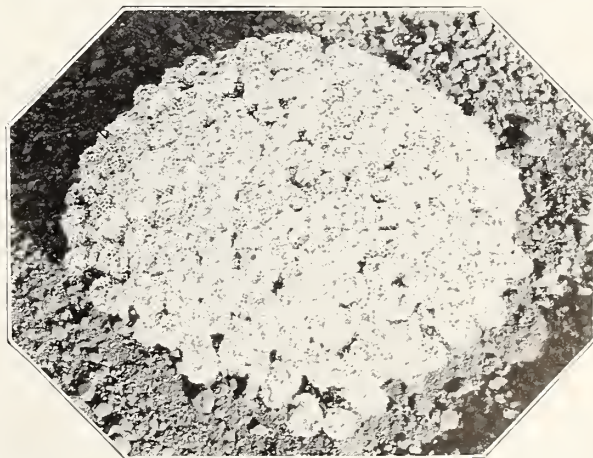
Plants about 18 inches tall, upright habit. Flowers Comet type, silvery white when young, changing to light lavender when fully expanded; really choice. \$0.50 \$2.00

NEW FANCY YELLOW

This is by far the best yellow Aster on the market; it is fairly large and fully double. \$0.50 \$2.00

ACHILLEA

A favorite hardy perennial; valuable for cutting. Tr. Pkt. Oz.
Ptarmica fl. pl., The Pearl. Double, pure white. \$0.50 \$4.00



ALYSSUM "BOUQUET" OR "CARPET OF SNOW"

“SNAPDRAGON’S (ANTIRRHINUM) ARE THE VOGUE”

Snapdragons under glass are becoming one of the most profitable crops and the flowers are being used for almost every purpose—even wedding bouquets. Now that rust can be entirely prevented they are practically a sure crop if even ordinary judgment is used in growing them. Also desirable for Summer cut-flowers produced in the open.

DO NOT WET THE FOLIAGE OF SNAPS AT ANY TIME AND YOU WILL HAVE LITTLE TROUBLE WITH RUST IN GROWING THEM.

The most profitable all-season plant. Seeds may be sown any time.

GENERAL LIST OF SNAPDRAGONS

Primarily for Outdoor Culture

Provides excellent cut-flower material during Summer season.
Plant freely of them.

	GIANT	Tr. Pkt.	Oz.
Brilliant Rose		\$.20	\$0.75
Cardinal. Scarlet20	.75
Crimson King20	.75
Defiance. Orange scarlet20	.75
Rose King20	.75
Torchlight. Orange, yellow lip20	.75
Garnet20	.75
Golden King. Yellow20	.75
Queen Victoria. Pure white20	.75
Venus. Flesh pink20	.75
Coral Rose20	.75
Fire King. Orange scarlet, white tube20	.75
Harmony. Terra cotta orange, shaded rose20	.75
Othello. Dark maroon, satin sheen20	.75
Rose Queen. Soft pink20	.75
Mixed. Named varieties20	.75

SEMI-DWARF

Golden Queen. Yellow20	.75
Purity. Pure white		
Amber Queen. Amber suffused chamois20	.75
Carmine Queen20	.75
Climax. Orange, shaded yellow20	.75
Cottage Maid. Pale pink, white tube20	.75
Bonfire. Orange buff, shaded scarlet20	.75
Rose Queen. Rose Pink, yellow lip20	.75
Silver Pink. Pearly Pink20	.75
Nelrose. Deep rose pink20	.75
Aurora. Bright Scarlet, yellow lip20	.75
Empress. Crimson20	.75
Fascination. Soft Pink20	.75
Gloria. Deep pink20	.75
Grenadier. Orange-scarlet, white tube20	.75
Peerless Pink. “La France” pink20	.75
Prima Donna. Terra cotta pink, white tube20	.75
Fawn. Terra cotta pink, suffused yellow20	.75
Mixed. Named varieties20	.75

For Greenhouse Culture

Philadelphia Pink. Considered one of the best pure pink Snapdragons. Rich, glowing pink, approaching that of the Ward Carnation. A most useful color at all times. Beautiful under night illumination. 1 Tr. pkt., \$1.00; 6 pkts., \$5.00; 25 tr. pkts. or more at special prices.

Indian Summer

A new color—Max Schling’s Wonderful New Snapdragon. The greatest achievement in Snapdragons to date, introducing a new and bewitching color never before seen in Snapdragons—a lovely, rich, velvety and glossy copper color—indescribably beautiful. Tr. pkt., \$1.50.

White Rock

An unusual, new and extra early blooming pure white. Tr. pkt., \$2.00; 3 tr. pkts. for \$5.00.

Geneva Pink

This new variety is extremely free-flowering and comes true to color from seed. The plants are very regular, attaining a height of from 18 to 24 inches with all the flowers on the same level; is well adapted for both greenhouse and outdoor culture and cut flower purposes. Per pkt., \$2.00; 3 pkts. for \$5.00.



NEW SNAPDRAGON Antirrhinum “Jennie Schneider”

SNAPDRAGON PLANTS

From 2½-inch Pots

We supply all of the newer kinds as well as standard varieties in season, and such will be found advertised in the Florists’ Review.

NEW SNAPDRAGON “JENNIE SCHNEIDER”

**SENSATION OF ST. LOUIS, MO., MARKET FOR
SEVERAL YEARS PAST**

We have been fortunate in securing the sole agency for this new Snapdragon, which we believe is the most valuable cut-flower variety in existence today.

Color: Beautiful Columbia rose pink. Tr. pkt., \$2.00; 3 pkts, \$5.00.

Ramsburg’s Special Cut-Flower Strains of Snapdragons

Silver Pink; Helen, lovely salmon; Golden Pink Queen; Orlando, bronze, and Hybrid Pink, \$1.00 per pkt.; 3 for \$2.50; 6 for \$5.00. Light Pink, White, Yellow, Scarlet, Garnet, Chestnut, Nelrose, Buxton, Keystone, and Fancy Mixed, 50c per pkt.; 3 for \$1.25.

Ramsburg’s “Helen” is an exceptionally fine salmon-pink, and unusually free blooming. We cannot recommend this too highly. Tr. pkt., \$1.00; 3 for \$2.50; 6 for \$5.00.

LIBERTY. Rich deep rose-pink. A. B. C. introduction.
CHICAGO PINK. La France pink. A. B. C. introduction.

Above two varieties: Tr. pkt., \$1.00; 3 pkts. for \$2.50.

NOTE—Snapdragons recommended for greenhouse culture can be grown successfully out-of-doors, but require staking on account of tall growth. Try them for cut flowers.

Snapdragons as an Easter Crop are Worth While

ACONITUM—Monkshood

	Tr. Pkt.	Oz.
Napellus. Perennial; long spikes of blue flowers....	\$0.25	\$2.00

ACROCLINIUM

	Tr. Pkt.	Oz.
Everlasting hardy annual for cutting and Winter bouquets.		
Double Rose	\$0.15	\$0.40
Double White15	.40
Double Mixed15	.40

AGROSTEMMA—Mullein Pink

	Tr. Pkt.	Oz.
Coronaria, Hardy. Perennial; deep crimson flow- ers	\$0.15	\$0.25

AGERATUM MEXICANUM

	Tr. Pkt.	Oz.
Blue Perfection. Dark blue	\$0.15	\$0.60
Imperial Dwarf Blue15	.40
Imperial Dwarf White15	.40
Little Blue Star. 3 inches high; fine for bedding....	.50	

ALYSSUM

	Tr. Pkt.	Oz.
Lilac Queen. Lilac	\$0.15	\$0.50
Bouquet (Carpet of Snow)15	.50
Little Gem. Dwarf and compact (¼ lb., \$1.50; lb., \$5.00)15	.50
Sweet (Maritimum). Trailing (lb., \$2.00).....	.10	.20
Saxatile Compactum. Perennial; golden yellow....	.20	.60

AMARANTHUS

	Tr. Pkt.	Oz.
Sunrise. Very showy, foliage tipped carmine.....	\$0.20	\$1.00
Molten Fire (Summer Poinsettia) (New). Leaves are of an iridescent crimson-salmon color. 1-32 oz., \$1.0050	
Tricolor Splendens (Joseph's Coat).....	.15	.40

ANCHUSA

	Tr. Pkt.	Oz.
Italica, Dropmore Variety. Gentian blue.....	\$0.20	\$0.75

ANTHEMIS

Kelwayi, Hardy. Yellow Marguerite.....	\$0.25	\$1.00
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AQUILEGIA—Columbine

	Tr. Pkt.	Oz.
Early flowering perennials—very desirable for cut flowers.		
Long Spurred Hybrids. Large flowering, mixed colors	\$0.40	\$2.25
Chrysantha. Yellow50	3.00
Coerulea Hybrida. New long spurred, large flower- ing hybrids40	2.50

ARABIS—Rock Cress

	Tr. Pkt.	Oz.
Alpina. Dwarf Spring flowering perennial for edg- ing and rockery, pure white	\$0.20	\$0.75

ARCTOTIS—African Daisy

	Tr. Pkt.	Oz.
Grandis. Excellent for cutting; daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac blue	\$0.15	\$0.50

ASPARAGUS PLUMOSUS NANUS

One of Our Leading Specialties

NORTHERN GREENHOUSE GROWN, TRUE

Per 100 seeds, 50c; per 1,000 seeds, \$3.25; per 5,000 seeds,
\$15.00; per 10,000 seeds, \$27.00.

LATHOUSE GROWN

Per 100 seeds, 30c; per 1,000 seeds, \$2.00; per 5,000 seeds,
\$9.00; per 10,000 seeds, \$17.00.

ASPARAGUS SPRENGERI

Per 100 seeds, 20c; per 1,000 seeds, \$1.25; per 5,000 seeds,
\$5.50; per 10,000 seeds, \$10.00.



CALENDULA, BALL'S ORANGE
(See next page)

BRACHYCOME—Swan River Daisy

	Tr. Pkt.	Oz.
Iberidifolia. A free blooming annual with small blue flowers	\$0.20	\$0.75

BROWALLIA

Very useful free flowering annuals.		
Elata. Blue	\$0.20	\$0.75
Elata. White20	.75

BABY'S BREATH (See Gypsophila)

BACHELOR'S BUTTON (See Centaurea and Gomphrena)

BALLOON VINE

Cardiospermum. Per oz., 15c; ¼ lb., 50c.

BALSAM—Lady Slipper

Varieties Bismarck and White Perfection especially recommended
for memorial designs.

CAMELLIA-FLOWERED

	Tr. Pkt.	Oz.
Pink	\$0.20	\$0.75
Scarlet20	.75
Bismarck (Salmon)20	.75
White Perfection20	.75
Finest Mixed15	.60

BALSAM APPLE

	Tr. Pkt.	Oz.
Mormordica Balsamina	\$0.15	\$0.30

BEANS, FLOWERING AND RUNNING

Scarlet Runner. Oz., 5c; lb., 30c.

BEGONIAS

Unsurpassed for pot plants and bedding.

SEMPERFLORENS

	Tr. Pkt.	Oz.
Albert Martin. Crimson	\$0.75	
Erfordia. Pink50	
Flame of Love. Brilliant scarlet flowers with shining Golden Yellow Stamens (1-32 oz., \$2.50).....	1.00	
Gustav Knaake. Crimson, resembles Gloire Lorraine in form; a grand acquisition to the Semper- florens family	1.00	
Salmon Queen. Salmon red50	
Vernon. Deep red (1-32 oz., \$1.00)40	
Choice Mixed40	

GRACILIS

Luminosa. Fiery dark red (1-32 oz., \$2.00).....	.50
Primadonna. Carmine rose (1-32 oz., \$5.00).....	.75
Rosea. Pink50
Alba. Whitish50

TUBEROUS ROOTED

Single, Mixed50
Double, Mixed	1.00



BALL'S "GOLD" CALENDULA

BELLIS PERENNIS—English Daisy

	Tr. Pkt.	Oz.
Longfellow. Pink	\$0.40	\$2.00
Snowball. White40	2.00
Mixed35	1.50

BLUE LACE FLOWER—Didiscus Coeruleus

	Tr. Pkt.	Oz.
Excellent for bouquets. Flowers continually from July until frost. A money maker for florists....	\$0.30	\$1.50

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

	Tr. Pkt.	Oz.
Hybrida Grandiflora. Tall mixed	\$1.00	
Compacta. Dwarf, mixed	1.00	
Rugosa. Mixed	1.00	

Calendulas are indispensable crops in any business.

BALL'S "ORANGE" CALENDULA

(Originator's Seed)

(See Illustration on Previous Page)

A Worth-while Money Maker for the Florist

Rich, dark orange. Gives an entirely new meaning to Calendula—long stems; very large, uniformly double flowers. "It is the only strain worth your bench space." Some dealers list them as "extra fancy." Their identity cannot be hid. There are no fancy Calendulas except the Ball Calendula. Send your order direct to us. We have nothing to substitute and there are none just as good. We stand behind it. Price, originator's sealed packets, oz., \$3.00; ½ oz., \$2.00; ¼ oz., \$1.00.

"Gold" Calendula Listed in Next Column

Ball's "Gold" Calendula

(ORIGINATOR'S SEED)

(See Illustration Opposite.)

This has the same upright, long-stemmed growth and uniformly double flowers as the original Ball Calendula, orange. The color is dark golden yellow, and we feel confident that you will find the color a very desirable one.

This variety is so much better than Lemon Queen, and the call for it is so insistent by all who have seen it that we anticipate early request for all the seed we can offer of this beautiful Golden Yellow Calendula. Price, originator's sealed packets, oz., \$3.00; ½ oz., \$2.00; ¼ oz., \$1.00.

CALENDULA—Pot Marigold

(STANDARD KINDS)

	Tr. Pkt.	Oz.
Lemon King. Lemon yellow	\$0.15	\$0.25
Meteor. Orange striped.....	.15	.25
Mixed15	.25

CALLIOPSIS—Coreopsis

	Tr. Pkt.	Oz.
Golden Wave. (Drummondii) yellow	\$0.15	\$0.25
Nigra Speciosa. Crimson-maroon15	.25
Mixed Annual15	.25
Lanceolata Grandiflora. Perennial.....	.15	.50
Large Golden Yellow15	.50

CAMPANULA (Bellflower) Perennial

CALYCANTHEMA (Cup and Saucer)

	Tr. Pkt.	Oz.
Blue	\$0.30	\$1.75
Pink30	1.75
White30	1.75
Mixed30	1.75

MEDIUM

	Tr. Pkt.	Oz.
Single Blue	\$0.15	\$0.40
Single White15	.40
Single Pink15	.40
Single Mixed15	.40
Double Mixed25	1.00

PERSICIFOLIA GRANDIFLORA

	Tr. Pkt.	Oz.
Blue50	3.50
White50	3.50

PYRAMIDALIS (Chimney Bellflower)

	Tr. Pkt.	Oz.
Blue and White Mixed. Six Feet.....	.50	3.50

CARPATICA

	Tr. Pkt.	Oz.
Blue. Dwarf, 6 inches25	1.00
White. Dwarf, 6 inches25	1.00

CANARY BIRD VINE

	Tr. Pkt.	Oz.
Tropaeolum Canariense. Flowers bright canary-yellow, ¼ lb., 75c.....		\$0.25

CANDYTUFT

	Tr. Pkt.	Oz.	¼ lb.
Crimson	\$0.15	\$0.25	\$0.75
Empress. Large white. 1 lb., \$2.75.....	.15	.25	.75
Giant Hyacinth-flowered. White. Particularly recommended for under glass, provides excellent cut flowers..	.15	.40	1.25
Little Prince. Very dwarf white.....	.15	.50	1.75
Pink. Flesh color15	.30	1.00
Purple15	.25	.75
Carmine15	.25	.75
Lavender15	.25	.75
Rose Cardinal. Brilliant rosy red.....	.15	.30	1.00
Mixed. All colors10	.20	.60

SEMPERVIRENS

	Tr. Pkt.	Oz.
Perennial for border edging, flowers white.....	\$0.50	\$4.00

CANNAS

	Tr. Pkt.	Oz.
Crozy's Finest Mixed. Dwarf varieties	\$0.15	\$0.25

CARDINAL CLIMBER

	Tr. Pkt.	Oz.
Ipomoea Quamoclit Hybrids. Rapid growing annual climber producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed	\$0.30	\$1.25

CARNATION

	Tr. Pkt.	Oz.
Chabaud's. Earliest large flowering; is very choice double mixture	\$0.50	\$1.50
Grenadier. Scarlet35	1.50
Marguerite. New giant Malmaison, finest mixed....	.25	1.50
Early Vienna. Choice mixed35	1.50
Choice Mixed. Double border30	1.25

CASTOR OIL BEAN

(See Ricinus)

CELOSIA CRISTATA—Dwarf Cockscomb

	Tr. Pkt.	Oz.
For beds, borders and pots.		
Glasgow Prize. Dark crimson	\$0.30	\$1.75
Empress. Bright red; dark foliage30	1.75
Choice Mixed25	1.50

CELOSIA, MISCELLANEOUS VARS.

BRYSONI CHRYSANTHIFLORA (New)

	Tr. Pkt.	Oz.
Mixed	\$0.50	

One of the most effective and largest florists' cut flowers. More beautiful colors and shades are found in Celosia Brysoni than any other Autumn flower. It can be shipped long distances without wilting.



CENTAUREA CYANUS

(Corn Flower)

Provides Exceptional Cut Flowers, Either Under Glass or in the Open.



CANDYTUFT

Giant Hyacinth Flowered. Now largely planted under glass for cut flowers.

CELOSIA—Continued

PLUMOSA

	Tr. Pkt.	Oz.
Scarlet (Feathered)	\$0.15	\$0.80
Golden Plume15	.80
Pride of Castle Gould. Mixed50	3.00
Thompsoni Magnifica. Mixed25	1.25
Thompsoni Triomphe de l'Exposition. Crimson; splendid25	.75
Magnifica Superba15	.60
Childsi (Chinese Woolflower). Crimson30	1.50
Childsi (Chinese Woolflower). Yellow30	1.50
Childsi (Chinese Woolflower). Pink30	1.50

CENTAUREA, WHITE LEAVED—Dusty

Miller

	Tr. Pkt.	Oz.
For borders, vases, baskets, etc.		
Candidissima. Silvery gray foliage	\$0.40	\$2.00
Gymnocarpa. Fine silvery foliage15	.60

CENTAUREA—Cornflower

Popular free-flowering annuals. Now largely grown under glass for Mother's Day sales, also Decoration Day.

CYANUS

	Tr. Pkt.	Oz.
Double Blue. Excellent for forcing (¼ lb., \$1.50) ..	\$0.15	\$0.50
Double Rose (¼ lb., \$1.50)15	.50
Double White (¼ lb., \$1.50)20	.50
Emperor William. Single blue15	.25

IMPERIALIS

	Tr. Pkt.	Oz.
Giant Rose. Fine for cutting20	.75
Deep Lavender. Fine for cutting20	.75
Lilac. Fine for cutting20	.75
Purple. Fine for cutting20	.75
White. Fine for cutting20	.75
Imperial Giant. Mixed20	.75



SPECIMEN PLANT OF FISCHER'S GIANT OR SHOW CYCLAMEN

Fischer's Giant or "Show" Cyclamen is the result of 30 years of experience in the "know how" of Cyclamen culture, and florists who appreciate the ultimate in quality will have no other strain.

CINERARIA HYBRIDA—Grandiflora

"The World's Best Strain"

The result of many years of painstaking selection on the part of an American Specialist and truly entitled to the classification—"World's Best Strain" produces immense trusses of blooms which frequently measure from 3 to 4 inches across.

Tr. Pkt.
"A. B. C." Prize. Medium tall, $\frac{1}{2}$ oz., \$3.50.....\$1.00
"A. B. C." Prize. Dwarf, $\frac{1}{2}$ oz., \$3.50.....1.00
New Salmon, Pink Shades. Medium tall..... 1.00

MULTIFLORA NANA MIXED. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling of baskets, boxes, etc., for Easter and Mothers' Day sales. $\frac{1}{2}$ Trade Packet, \$1.00; Trade Packet, \$1.50.

Tr. Pkt.
Matador. Scarlet, $\frac{1}{2}$ Trade Packet, 60c.....\$1.00
Stellata Hybrida. Mixed, $\frac{1}{2}$ Trade Packet, 60c..... 1.00

Our Leading Flower Seed Specialty Fischer's The "Master Cyclamen"

Planted by
"The Particular Grower"
from
Maine to California

Cyclamen Plants Supplied
in Season

GROWN FROM FISCHER'S TRUE SEED

2½-inch, 3-inch, 4-inch

SEEDLINGS, TWICE TRANSPLANTED

Please refer to classified pages of the Florists' Review for quotations on above in season.

CYCLAMEN

Ferd. Fischer's Improved Strain Planted by "the
Particular Grower from Maine
to California"

	Per 100	Per 1000
Improved Perle of Zehlendorf. Dark salmon.....	\$1.50	\$12.00
Improved Rose of Zehlendorf. Delicate salmon.....	1.50	12.00
Glory Wandsbeck. Salmon.....	1.50	12.00
Fischer's Bonfire. Deep brilliant salmon; exceptionally fine	1.75	14.00
Glowing Dark Red. Xmas red.....	1.00	8.00
Glowing Bright Red. Cherry red.....	1.00	8.00
Rose of Marienthal. Bright rose.....	1.00	8.00
Pure White	1.00	8.00
Lilac	1.00	8.00
Mixed	1.00	8.00
White with carmine eye.....	1.00	8.00
Roccoco. Red, rose or lilac, or white with eye.....	1.50	12.00
America. Golden salmon; best of all salmon.....	2.25	18.00
New Ruffled. Dark salmon	2.25	18.00
New Ruffled. Rosy salmon	2.25	18.00

CINERARIA

	Tr. Pkt.	Oz.
Maritima Candidissima (Dusty Miller). For bedding, vases, baskets, etc.....	\$0.15	\$0.40

CHRYSANTHEMUM—Perennial**EARLY DOUBLE AND SEMI-DOUBLE MIXED**

	Tr. Pkt.	Oz.
Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting... \$0.50		
SHASTA DAISY, "Alaska." Pure white.....	.40	\$2.00
MAXIMUM, "King Edward VII." Pure white....	.20	.60
JAPANESE HYBRIDS. Mixed. 1-16 oz., \$1.50..	.50	

CHRYSANTHEMUM—Annual

	Tr. Pkt.	Oz.
Helios (Evening Star). Golden yellow.....	\$0.15	\$0.40
Single Mixed15	.30
Double Mixed15	.30

CLARKIA

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

DOUBLE

	Tr. Pkt.	Oz.
Salmon Queen	\$0.15	\$0.65
White15	.65
Queen Mary. Rose carmine.....	.15	.65
Scarlet Queen15	.65
Mixed15	.65
Vesuvius. Orange scarlet.....	.15	.65

CLEOME PUNGENS

	Tr. Pkt.	Oz.
(Spider Plant.) Rose.....	\$0.15	\$0.30

COBAEA SCANDENS—Cup and Saucer Vine

Plant seeds edgewise to insure good germination.

	Tr. Pkt.	Oz.
Blue. (¼ lb., \$1.25).....	\$0.15	\$0.40
White20	.75

COLEUS

	Tr. Pkt.	Oz.
Large Leaved. Choicest mixed. ⅛ oz., \$1.00.....	\$0.50	\$7.00

CONVOLVULUS—Morning Glory

	Tr. Pkt.	Oz.
Japanese Imperial. Mixed.....	\$0.15	\$0.25
Major (Morning Glory). Mixed.....		.15

COSMOS

	Tr. Pkt.	Oz.
DOUBLE EARLY FLOWERING.		
Crimson. ¼ oz., \$1.25.....	\$0.60	
Pink. ¼ oz., \$1.25.....	.60	
White. ¼ oz., \$1.25.....	.60	

SINGLE EARLY.

Crimson15	\$0.50
Pink15	.50
White15	.50
Mixed15	.40

GIANT LADY LENOX.

Pink15	.30
Crimson15	.30
White15	.30

KLONDYKE. Yellow25	
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GIANT FLOWERING. Mixed.....	.20	.50
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CYPERUS ALTERNIFOLIUS

	Tr. Pkt.	Oz.
(Umbrella Plant)	\$0.30	\$1.50

CYPRESS VINE

	Tr. Pkt.	Oz.
Scarlet	\$0.15	\$0.30
White15	.30
Mixed15	.25



DELPHINIUM (Hardy Larkspur)

DAHLIA

	Tr. Pkt.	Oz.
Double Large Flowering, Mixed.....	\$0.40	\$2.00
Double Cactus, Mixed.....	.40	
Single Collarete, Mixed.....	.30	1.50
Single, Mixed25	1.25

DAISY, ENGLISH DOUBLE (See Bellis).

DELPHINIUM—Perennial Larkspur

	Tr. Pkt.	Oz.
BELLADONNA. Bright Blue. ¼ oz., 75c.....	\$0.40	\$2.00
BELLAMOSA. Dark Blue. ¼ oz., 85c.....	.50	2.50
CHINESE BLUE35	1.50
CHINESE WHITE35	1.50
GOLD MEDAL TALL HYBRIDS. The best strain obtainable50	2.50
ANNUAL DELPHINIUM (See Larkspur).		

The Delphinium family, both perennial and annual, is now accepted as being almost indispensable to the average florist. (See under Larkspur for annual varieties.)



FORGET-ME-NOT—Myosotis, Variety "Susanne"

DIGITALIS—Foxglove

Tr. Pkt.	Oz.
Gloxinaeflora Mixed	\$0.20
Mammoth Mixed20

DIMORPHOTHECA

Tr. Pkt.	Oz.
African Orange Daisy. Choice for cutting and adapted to forcing	\$0.25
Hybrid Mixed25

DOLICHOS—Hyacinth Bean

Desirable Annual Climber

Tr. Pkt.	Oz.
Purple Violet	\$0.10
Daylight, White10

DRACAENA

Desirable as center plants, for baskets, vases, etc. Seed must be rubbed out of hull before sowing.

Tr. Pkt.	Oz.
Australis. Broad leaves. ¼ lb., \$1.75	\$0.15
Indivisa. Narrow green leaves. The popular kind for bedding or vases. ¼ lb., \$1.2515

DUSTY MILLER. (See Centaurea and Cineraria Maritima.)

DIANTHUS—Pinks

Tr. Pkt.	Oz.
DOUBLE FIREBALL. Fiery red	\$0.20
GIANT DOUBLE ANNUAL. Mixed15
DWARF ERFURT. Double Mixed. Perennial40
CLOVE-SCENTED. Mixed. Perennial50

ESCHSCHOLTZIA—California Poppy

Tr. Pkt.	Oz.
Choice Mixed. All colors	\$0.15

EUPATORIUM

Tr. Pkt.	Oz.
Fraseri. A choice perennial for cutting, white flowers	\$0.20

EUPHORBIA

Tr. Pkt.	Oz.
Heterophylla (Mexican Fire Plant)	\$0.20
Variegata (Snow-on-the-Mountain)15

FEVERFEW—Matricaria

Tr. Pkt.	Oz.
Double White. Extra for cut flowers	\$0.15

FORGET-ME-NOT

"SUSANNE." Best variety for cut flowers. Pkt., \$1.00; 6 pkts. for \$5.00.

See also under "Myosotis"—Next page.

FOUR O'CLOCK (See Marvel of Peru)

GAILLARDIA

ANNUAL VARIETIES

Tr. Pkt.	Oz.
Picta Single. Mixed	\$0.15
Picta Lorenziana Double. Mixed15

PERENNIAL VARIETIES

Tr. Pkt.	Oz.
Grandiflora Maxima	\$0.15
Compacto. Perennial. Mixed15

GERBERA

Excellent for pots or cut flowers.

Jamesoni Gigantea. Scarlet, 100 sds., 75c. Mixed Hybrids, 100 sds., 60c.

GEUM

Tr. Pkt.	Oz.
Mrs. Bradshaw. Perennial. Double scarlet	\$0.40

GODETIA—Satin Flower

Tr. Pkt.	Oz.
Easily grown annuals.	
Duchess of Albany. White	\$0.15
Gloriosa. Blood-red15
Rosamond. Shell-pink15
Mixed. All colors15

GLOXINIA

Tr. Pkt.	Oz.
Hybrida Grandiflora. Choicest mixed. ½ Tr. Pkt., 60c.	\$1.00

GERANIUM

Tr. Pkt.	Oz.
Zonale. Single, mixed	\$0.35
Pelargonium (Lady Washington). 100 seeds, 75c.	

GOMPHRENA

Tr. Pkt.	Oz.
Splendid everlasting; excellent for cutting.	
Nana Compacta Red. Dwarf red	\$0.15
Aurea Superba (Haageana). Orange yellow15
Mixed Colors15

GOURDS—Ornamental

Tr. Pkt.	Oz.
Mixed, Various Sorts	\$0.15

GRASSES—Ornamental

Tr. Pkt.	Oz.
Pennisetum Ruppelianum (Purple Fountain Grass)	\$0.20
Longistylum15

Above used largely for bordering canna beds.

GREVILLEA—Silk Oak

Tr. Pkt.	Oz.
Ornamental foliage plant for vases, etc. Easily raised from seed	\$0.20

GYPSOPHILA—Baby's Breath

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

Tr. Pkt.	Oz.
Elegans Grandiflora Alba, "Paris Market" an improved strain. ¼ lb., 60c; ½ lb., \$1.75	\$0.15
Elegans Grandiflora Carminea. ¼ lb., 75c.15
Paniculata. Perennial15
Paniculata fl. pl. Double white perennial50

Numerous growers make several sowings of Paris Market "Baby's Breath" during the spring and summer season. Provides excellent cut-flower material.

HELICHRYSUM—Strawflowers

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

Tr. Pkt.	Oz.	Tr. Pkt.	Oz.
Fireball. Showy deep crimson	\$0.20	Rose Carmine	\$0.20
Golden Ball. Clear golden yellow20	Salmon Pink20
Canary Yellow Buttercup. New20	Silver Ball20
		Violet20
		Mixed. All colors15

HELIOTROPE

Tr. Pkt.	Oz.
Lemoine's Giant. Excellent large flowering strain	\$0.40
Choice Mixed25

HIBISCUS—Marshmallow

Tr. Pkt.	Oz.
Crimson Eye. White, crimson eye	\$0.20
Golden Bowl. Yellow, maroon center20
Moscheutos Roseus. Large pink15
New Giant. All sorts mixed15

HONESTY—Lunaria

Tr. Pkt.	Oz.
Alba. Admired for its silvery seed panicles	\$0.15

HOLLYHOCK

Extra fine Chaters' strain producing a very large percentage of double flowers.

	Tr. Pkt.	Oz.
Double Pink	\$0.20	\$1.25
Rose Pink20	1.25
Double Scarlet20	1.25
Crimson20	1.25
Double Salmon20	1.25
Double White20	1.25
Double Yellow20	1.25
Double Maroon20	1.25
Double Mixed20	1.00
Single Everblooming Mixed20	.85

HUNNEMANNIA—Giant Yellow Tulip

Poppy

	Tr. Pkt.	Oz.
Fumariaefolia. Produces flowers from July till frost. Desirable for cutting.....	\$0.15	\$0.40

HYACINTH BEAN (See Dolichos)

HUMULUS—Japanese Hop

	Tr. Pkt.	Oz.
Rapid growing annual climber, quite ornamental.		
Japonicus. Green foliage	\$0.15	\$0.35
Folius Variegatus. Foliage mottled white.....	.15	.50

IMPATIENS—Sultan's Balsam

Splendid for house and conservatory; fine pot plant.

	Tr. Pkt.	Oz.
Sultani. Vermilion	\$0.40	
Sultani Hybrids. Mixed40	
Holsti. Bright rose40	
Holsti Hybrids. Mixed40	

IPOMOEA—Moonflower

	Tr. Pkt.	Oz.
Noctiflora. (Moonflower.) (Mexicana Grandiflora Alba.) ¼ lb., \$1.25.....	\$0.15	\$0.40
Heavenly Blue (Rubro-Coerulea)20	.60
Setosa (Brazilian Morning Glory). Blue.....	.15	.30

KENILWORTH IVY

	Tr. Pkt.	Oz.
Linaria Cymbalaria. Violet.....	\$0.40	\$2.00

KOCHIA—Summer Cypress or Mexican Fire Bush

	Tr. Pkt.	Oz.
Childsi. Improved strains	\$0.15	\$0.25

LARKSPUR—Annual

(See Front Cover for Illustration)

As a cut-flower these are indispensable, either outdoors or in the greenhouse. We have a particularly fine strain of this very desirable flower.

	Tr. Pkt.	Oz.
Tall Stock Flowered. Ageratum-blue	\$0.15	\$0.75
Exquisite Soft Pink25	1.00
Dark Blue15	.75
Lustrous Carmine15	.75
Bright Rose15	.75
Shell Pink15	.75
Sky Blue15	.75
Pure White15	.75
Giant Hyacinth-Flowered. Mixed15	.75
Dwarf Double Rocket. Mixed.....	.15	.75

LANTANA

Desirable for bedding, pot culture or vases.

	Tr. Pkt.	Oz.
Dwarf Compacta. Mixed	\$0.15	\$0.50
Hybrida. Tall, Mixed15	.40

LATHYRUS LATIFOLIUS

(Hardy Perennial Sweet Peas)

	Tr. Pkt.	Oz.
Crimson	\$0.20	\$0.85
Pink Beauty25	.85
White25	.85
Mixed. All colors25	.85

LAVENDER

	Tr. Pkt.	Oz.
Lavandula Vera (Perennial). Fragrant blue flowers.....	\$0.20	\$0.60



LATHYRUS LATIFOLIUS

(Hardy Sweet Pea)

LEPTOSYNE

	Tr. Pkt.	Oz.
Leptosyne. Single yellow. Splendid cut flowers; also very profitable for forcing.....	\$0.20	\$1.00

LINUM

	Tr. Pkt.	Oz.
Grandiflora Rubrum (Scarlet Flax). Perennial.....	\$0.15	\$0.25

LOBELIA

	Tr. Pkt.	Oz.
Sow early to get best results.		
Barnard's Perpetual. Dwarf blue, white eye.....	\$0.30	\$1.50
Speciosa. Dark blue, trailing.....	.25	1.00
Crystal Palace Compacta. Dwarf, dark blue.....	.50	2.50
Emperor William. Dwarf, light blue.....	.50	3.00
Erinus Gracilis. Light blue, trailing.....	.15	.75
Sapphire. Deep blue, white eye, trailing.....	.40	
White Gem. Dwarf, white.....	.30	1.75

LUPINUS—Annual

Fine for forcing, splendid cut flower.

	Tr. Pkt.	Oz.
Pink	\$0.15	\$0.25
Rich Blue15	.25
Sky Blue15	.25
Scarlet, White Tipped15	.25
White15	.25
Yellow15	.25

LUPINUS POLYPHYLLUS—Perennial

	Tr. Pkt.	Oz.
Blue	\$0.20	\$0.75
Roseus20	.75
White20	.75
Mixed15	.50

LYCHNIS—Perennial

	Tr. Pkt.	Oz.
Chalcedonica. Scarlet cross-like flowers. 2 feet....	\$0.15	\$0.45
Haageana Hybrids. Mixed, various colors. 1 foot..	.50	2.50

MARVEL OF PERU—Four O'Clock

	Tr. Pkt.	Oz.
Mixed Colors. ¼ lb., 40c.....		\$0.25

MATTHIOLA

	Tr. Pkt.	Oz.
Bicornis. Evening-scented stock, purplish lilac	\$0.15	\$0.25



MARIGOLD, TALL AFRICAN
A. B. C. Special Strain of "Orange Ball" for Cut Flowers.

MARIGOLD
TALL AFRICAN VARIETIES

	Tr. Pkt.	Oz.
A. B. C. Strain of "Orange Ball" or Eldorado. Double orange	\$0.15	\$0.75
Lemon Queen. Clear lemon-yellow.....	.15	.75
Orange Beauty. Single, orange-yellow.....	.15	.75
Pride of Garden. Dwarf, golden yellow.....	.15	.50

DWARF FRENCH VARIETIES

"Legion of Honor." Single, golden yellow with crimson spot15	.45
Dwarf, Gold Striped. Brownish red, striped yellow....	.15	.45
Dwarf, French Mixed.....	.15	.35
Dwarf, Lilliput. Very dwarf, excellent for pots.....	.15	.50

MAURANDIA

	Tr. Pkt.	Oz.
Desirable climbing plant for vases, baskets, etc.		
Barclayana. Purple	\$0.50	\$3.00
Choice Mixed. All colors.....	.50	3.00

MESEMBRYANTHEMUM

	Tr. Pkt.	Oz.
Crystallinum. Ice plant. White flowers.....	\$0.15	\$0.40

MIGNONETTE

	Tr. Pkt.	Oz.
Desirable for cutting. Fragrant.		
Allen's Defiance	\$0.15	\$0.40
Bismark. Large, compact spikes.....	.20	.75
Golden Machet. Golden yellow.....	.15	.75
Goliath. Extra large spikes.....	.25	1.00
New York Market. Greenhouse grown, one of the finest for forcing. 1/8 oz., \$1.00.....	.50	6.00
Machet. Red, fine spikes.....	.15	.50
Sweet Scented. Odorata.....15

MIMOSA (See Sensitive Plant)

MIMULUS

	Tr. Pkt.	Oz.
Moschatus (Musk Plant)	\$0.50	
Tigrinus (Monkey Flower).....	.35	

MOONFLOWER (See Ipomoea)

MORNING GLORY (See Convolvulus)

MOURNING BRIDE (See Scabiosa)

MINA LOBATA

	Tr. Pkt.	Oz.
Climber, rosy carmine.....	\$0.25	

MUSA

Ensete (Abyssinian Banana). 25 seeds, 50c;
100 seeds, \$1.25.

MYOSOTIS—Forget-Me-Not

STANDARD VARIETIES

	Tr. Pkt.	Oz.
Alpestris Victoria. Dwarf, blue.....	\$0.25	\$1.50
Dissitiflora. Early bloomer, dark blue....	.40	4.00
Eliza Fonrobert (Robusta Grandiflora). Blue, fine for pots.....	.30	1.50
Palustris. Deep blue. The true marsh Forget-Me-Not. Perennial35	2.00
Semperflorens. Everblooming40	2.00
Royal Blue. Rich blue.....	.25	1.00
Ruth Fischer. Fine blue. 1/8 oz., \$1.50....	.50	
Alpestris, Mixed. All colors.....	.15	.60
Pink Bouquet, 1/4 oz., 50c.....	.30	

Myosotis (Forget-Me-Not) "Susanne"

Excerpt from Florists' Review.

A pot plant of a new early-flowering Myosotis has been attracting great attention in the window of the A. B. C. Day after day members of the trade stop, look and enter to inquire. Several persons outside the trade have asked if they could buy the plant, only to be told that it was an "exhibit" and not for sale. J. P. Degnan, manager of A. B. C. seed department, has named the variety Susanne, after A. Miller's little daughter. It is a selection out of the Blue Bird, perhaps the finest Forget-Me-Not to date. In addition to selling well in a cut state, it makes a splendid pot plant, but its chief value lies in its early-blooming habit. The A. B. C. has contracted for the entire crop of seeds and will disseminate this grand variety.

Price per pkt., \$1.00; 6 pkts., \$5.00. Seed of above planted in April-May usually produces good blooming plants for Christmas holidays. Especially desirable for St. Valentine's Day.

NASTURTIUM—Dwarf or Tom Thumb Varieties

	Oz.
Empress of India. Crimson; dark foliage. 1/4 lb., 40c; lb., \$1.25..	\$0.15
Golden King. Golden yellow. 1/4 lb., 40c; lb., \$1.25.....	.15
King Theodore. Crimson-maroon. Dark foliage. 1/4 lb., 40c; lb., \$1.2515
Salmon Pink. 1/4 lb., 40c; lb., \$1.25.....	.15
Dwarf Giant Flowering. Mixed. 1/4 lb., 40c; lb., \$1.25.....	.15
Dwarf Lilliput. Mixed. Fine for pots. 1/4 lb., 50c; lb., \$1.50....	.15

NASTURTIUM—Climbing or Trailing Varieties

	Oz.
King Theodore. Crimson-maroon, dark foliage. 1/4 lb., 30c; lb., \$1.00	\$0.10
Pink. 1/4 lb., 30c; lb., \$1.00.....	.10
Scarlet. 1/4 lb., 30c; lb., \$1.00.....	.10
Golden Yellow. 1/4 lb., 30c; lb., \$1.00.....	.10
Tall Giant Flowering. Mixed. 1/4 lb., 30c; lb., \$1.00.....	.10
Mme. Gunther Hybrids. Mixed. 1/4 lb., 40c; lb., \$1.50.....	.15
Lobb's Climbing. Mixed. 1/4 lb., 30c.....	.15

NEMESIA

	Tr. Pkt.	Oz.
Varying in color from creamy white to deep orange and carmine. Excellent for bedding.....	\$0.35	\$1.80

NICOTIANA—Ornamental Tobacco

	Tr. Pkt.	Oz.
Showy sweet-scented annual plants, giving a continuous display of Summer flowers.		
Affinis. Fragrant, white	\$0.15	\$0.35
Affinis Hybrida. Mixed.....	.15	.40
Sanderæ. Red15	.50

FOR "BETTER PANSIES" SOW A. B. C. "Private Stock" Exhibition Pansy Mixture

Realizing the importance of the Pansy to many growers both as cut flowers and for bedding plant sales, and the fact that FANCY PANSIES are half sold when offered to the public, we offer



A. B. C. "PRIVATE STOCK" EXHIBITION MIXTURE

FOR CUT-FLOWER OR PLANT PRODUCTION

Without exaggeration we can state that this strain represents the acme of Pansy culture.

The flowers are of enormous size and of unusual substance, with long, strong stems. This strain comprises a most beautiful collection of colors and markings, including very rare shades of scarlet, brown, blood-red and purple, and is the finest mixture, in size, color and texture. We may add that all who have seen our Pansies declared they had never seen flowers of such perfection.

The seed is saved by careful selection from the most perfect flowers only.

Trade pkt., 50c; per 1/8 oz., \$1.25; per 1/4 oz., \$2.00; per oz., \$7.00.

GIANT TRIMARDEAU CHOICE MIXED. Tr. pkt., 30c; per oz., \$2.25.

CHOICE MIXED. Tr. pkt., 25c; per oz., \$1.25.

STEELE'S PANSY MIXTURES

MASTODON MIRACLE MIXED. 1/8 oz., 85c; 1/4 oz., \$1.50; 1/2 oz., \$2.75; 1 oz., \$5.25; 1 oz., \$10.00; 2 ozs., \$19.00; 4 ozs., \$34.00.

STEELE'S MASTERPIECE MIXED. 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz., \$6.25; per oz., \$12.00; 2 ozs., \$22.00; 4 ozs., \$40.00.

STEELE'S GREENHOUSE SPECIAL MIXED. (O. K. outside.) 1/8 oz., 65c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.25; 1 oz., \$6.00; 3 ozs., \$16.00; 4 ozs., \$21.00.

A. B. C. GIANT PANSIES

	Tr. Pkt.
Giant Prize, Azure Blue	\$0.30
Black Blue30
Emperor William. Blue30
Hortensia Red30
King of the Blacks30
Lord Beaconsfield. Purple violet..	.30

1/4 Oz.	Oz.
\$0.50	\$1.65
.50	1.65
.50	1.65
.50	1.65
.50	1.65
.50	1.65

	Tr. Pkt.	1/4 Oz.	Oz.
Peacock. Blue, claret and white....	\$0.30	\$0.50	\$1.65
Yellow with Eye30	.50	1.65
Snow Queen. Pure white.....	.30	.50	1.65
Striped and Mottled30	.50	1.65
White with Eye30	.50	1.65
Pure Yellow30	.50	1.65

NIEREMBERGIA

For baskets, vases or bedding out.

	Tr. Pkt.	Oz.
Frutescens. White, tinted lilac.....	\$0.30	\$4.00

NIGELLA—Love-in-a-Mist

	Tr. Pkt.	Oz.
Damascena. Mixed. (Love-in-a-Mist).....	\$0.15	\$0.25
Miss Jekyll. Long-stemmed variety; blue; fine for cutting15	.30

PAPAVER (See Poppy)

PELARGONIUM (See Geranium)

PENTSTEMON

	Tr. Pkt.	Oz.
Sensation. Largely used for bedding; should be treated the same as petunias, verbenas, etc.; mixed colors	\$0.30	\$2.50
New Hybrids Mixed. Hardy perennial; large spikes30	2.50

PERIWINKLE (See Vinca)

PHLOX DRUMMONDI

Beautiful Summer flowering annual; excellent for pot plants for Spring sales.

DWARF OR COMPACT VARIETIES FOR BEDDING

	1/2 Tr. Pkt.	Tr. Pkt.	1/4 Oz.	Oz.
"Cecily." Large flowering mixed....	\$0.30	\$0.50	\$0.60	\$2.50
Fireball. Brilliant scarlet.....	.25	.40	.60	2.00
Pink25	.40	.60	2.00
Snowball. Pure white25	.40	.60	2.00
Choicest Mixed30	.50	1.50	

PHLOX DRUMMONDI

GRANDIFLORA VARIETIES

	Tr. Pkt.	1/4 Oz.	Oz.
Alba. Pure white	\$0.25	\$0.35	\$1.00
Coccinea. Scarlet25	.35	1.00
Pink25	.35	1.00
Stellata Splendens. Scarlet, with white eye25	.35	1.00
Choicest Mixed20		.80

PHLOX—Various Sorts

Hardy (Perennial Decussata). Choice mixed.....\$0.50

PHYSOSTEGIA

	Tr. Pkt.	Oz.
Perennial border plant; tubular flowers.		
Virginica. Pink	\$0.25	\$1.25
Virginica Alba. White25	1.25

PINKS (See Carnation and Dianthus)

PLATYCODON—Chinese Bellflower

A very desirable perennial; handsome for garden decoration; bell-shaped flowers.

	Tr. Pkt.	Oz.
Grandiflorum. Blue	\$0.25	\$1.25
Grandiflorum. White25	1.25

TESTIMONIAL

We like your seed better than any we have tried, both for quality and germination and have no trouble disposing of the bloom.

Your goods are rightly named "Supreme" Quality we think.

MRS. ALBERT LEHMAN,
E. 29th and Douglas Ave.,
Des Moines, Iowa.

TWO PAGES of "De Luxe"

Of all the plants which the florist raises from seed, Petunias of "class," both single and double-flowered, probably give best returns. We pride ourselves on the fact that the following list represents the "DeLuxe" of this worthy plant family. All of the seed offered has been hand pollenized, consequently is true to type.

From seeds sown in January, plants may be flowered in twelve weeks as opposite illustration shows. Our single and double Petunias are equally desirable for culture in the open ground or as pot plants in the greenhouse. They are being used extensively in floral work and as cut flowers.

Diener's California Petunias

(Originator's Seed)

Tr. Pkt. 3 Pkts.

FLESH PINK FRILLED. A most beautiful variety with edges frilled. Flowers 3 to 4 inches in diameter.....	\$0.75	\$2.00
BLUE OR PURPLE75	2.00
PINK GLORY. The greatest novelty in Petunias. Pure flame rose-pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants grow to a height of 12 to 15 inches. A very compact grower and continually covered with flowers.....	1.00	2.75
RUFFLED MONSTERS MIXED. A wonderful selection of single flowered varieties75	2.00
GIANT DOUBLE MIXED. Broad petaled. Diener states this mixture will produce 33 per cent double flowers. A peculiarity of the doubles is that they are the slowest growers in the lot; in most cases the seedlings appearing first are the singles, while the latest are the double. Diener's Double Giant Mixed	1.50	4.00



DIENER'S LARGE FLOWERING PETUNIAS.
Seedlings in 3-inch Pots, 12 Weeks After Sowing.
(New Crop Seed, Direct From Originator.)

Petunias for Mother's Day

Well grown Petunias, especially double-flowered varieties, are now to be classed as a most important plant for Mothers' Day sales. Easily produced and providing quick profit. We beg to call particular attention to A. B. C. Double-Flowered "Seed Producing" Strain, positively the "last word" in double flowering Petunias. See opposite page.



DOUBLE LARGE FLOWERING PETUNIA
A. B. C. Special "Seed Producing" Strain.
See opposite page for description and price.

The Newer Types of PETUNIAS

Excerpt from "The American Florist"

Petunias In Pots and Boxes

The increasing popularity of the large flowered Petunias with their brilliant coloring, fringed and waved edges of their fluffy ruffles, beautiful veining and rich color contrasts in many of the newer productions, together with their extremely large blossoms, makes them one of the most desirable bedding plants, that should be foremost on the list of every specialist in this line.

These newer type Petunias, planted in pans, can be flowered abundantly for Mothers' Day and will, when well done, make one of the best leaders for this important holiday. They also excel all other flowering plants for the window box, producing a great wealth of bloom the entire Summer. Points of vantage at every growing or retail establishment should be occupied by boxes filled with these improved Petunias, which, kept in condition, will produce a decorative effect sure to be greatly admired by all who see them and create a desire for similar adornment of their own homes.

Petunias for Pots and Bedding



DIENER'S LARGE FLOWERING PETUNIAS.
This Strain Is Now in Great Favor for Pot Plants.
N. B.—Our strain of Rosy Morn Petunia has been especially selected for trueness.

A. B. C. Special Strains of California Grown Petunias, Single Flowered

CALIFORNIA GIANTS MIXED. Mammoth flowering. (1/8 oz., \$3.00)	Tr. Pkt.	Oz.
GRANDIFLORA FRINGED, HYBRIDA MIXED. Beautifully fringed. (1/8 oz., \$1.50)	.50	
RUFFLED GIANTS, FLUFFY RUFFLES. Mixed colors. (1/8 oz., \$3.00)	.75	
ROMANY LASS (New) Clear bright crimson.	.40	
TRIUMPH (New). Beautifully ruffled; bright pink.	.75	
HOWARD'S STAR. Crimson-maroon.	.40	2.00
ROSY MORN. Dwarf; rose. (3/4 oz., 75c)	.50	2.50
DOUBLE ROSY MORN	1.00	
ROSE OF HEAVEN. Very dwarf. Rose-pink. (3/4 oz., 75c)	.50	2.00
BLUE BIRD (Blue Rosy Morn)	.50	
STRIPED AND BLOTCHED. Mixed	.25	1.00
DWARF INIMITABLE. Of dwarf, compact habit; flowers striped and blotched	.30	1.50
	1000	Seeds
GIANT COPPER RED. Ruffled, with bronze or black throat		\$1.00
GIANT ROSE. Ruffled; veined black		1.00
GIANT STEEL BLUE. Ruffled; veined black		1.00
GIANT WHITE. Large flower		1.00
	Tr. Pkt.	1/4 Oz.
SNOWBALL. Dwarf. Pure white. Very compact	\$0.30	\$0.50
VIOLACEA (New.) Deep violet; fine	.50	1.00
GENERAL DODDS. Velvety blood-red	.50	1.00
COUNTESS OF ELLESMERE. Rose, white throat	.50	1.00

Portland or Balcony Petunias

	Tr. Pkt.
ELK'S PRIDE. "Royal Purple"	\$1.00
PRIDE OF PORTLAND. Deep rose	1.00
WHITE BEAUTY	1.00
SCARLET BEAUTY. Bright scarlet	1.00
MIXED COLORS	1.00

3 pkts. of any of above for \$2.50.
6 pkts. of any of above for 4.50.

A. B. C. Strains of California Grown Petunias Double Flowered

	500 Seeds	1000 Seeds
A. B. C. SUPREME DOUBLE "SEED PRODUCING" MIXED. The finest double Petunias offered; produces a very large percentage of beautiful double flowers. Ask R. J. Windler, the prominent Chicago florist and former Vice-President of Chicago Florist Club, about this strain. He grows it extensively	\$1.00	\$2.00
NEW CARNATION OR SMALL FLOWERED DOUBLE. Free bloomer; excellent for pot plants	1.50	2.75
MARVELOUS DOUBLE MIXED. Similar to the preceding, but with fewer of the very large, peony-flowered type		1.00
NEW DOUBLE WHITE "MADONNA." Gives a large percentage of pure white. Deeply fluted flowers; a fine florist's flower. Comes remarkably true		1.50



SINGLE PETUNIA "Rosy Morn"
We Have an Exceptional Strain of This Variety

POPPY

Double Annual Varieties

	Tr. Pkt.	Oz.
Carnation Flowered. Mixed. ¼ lb., 50c.....		\$0.15
Crimson King. Crimson.....	\$0.15	.25
Fairy Blush. White, fringed and tipped with rose....	.15	.25
Mikado (Striped Japanese). White, striped crimson..	.15	.25
Peony-Flowered. Scarlet.....	.15	.25
White.....	.15	.25
Yellow.....	.15	.25
Mixed. ¼ lb., 50c.....	..	.15
Improved Shirley, May Queen. An improved strain; large double flowers; mixed colors.....	.20	.75

Single Annual Varieties

	Tr. Pkt.	Oz.
American Legion. A new Shirley Poppy of a dazzling orange-scarlet; immense size.....	\$0.15	\$0.50
King Edward. Scarlet, shaded black.....	.15	.25
Miss Sherwood. Chamois rose.....	.15	.25
Shirley. Large flowers; mixed colors. ¼ lb., 75c....	.15	.25
Tulip. Glowing scarlet.....	.15	.40

Perennial Varieties

	Tr. Pkt.	Oz.
Giant Scarlet.....	\$0.20	\$0.80
Iceland (Nudicaule). White.....	.25	1.25
Yellow.....	.25	1.25
Single Mixed.....	.25	1.00
Orientele. Deep scarlet.....	.25	1.25
Mrs. Perry. Rich salmon pink.....	.50	3.50
Hybrids. Mixed colors.....	.25	1.50

PORTULACA

	Tr. Pkt.	Oz.
Double. Large flowering, mixed; extra fine quality....	\$0.30	\$2.00
Single. Large flowering, mixed. ¼ lb., \$1.50.....	.15	.50

POT MARIGOLD (See Calendula)

Primula Chinensis Fimbriata

	½ Trade Pkt.	Trade Pkt.
Alba Magnifica. White. 1-32 oz., \$1.50.....	\$0.60	\$1.00
Chiswick Red. Bright red. 1-32 oz., \$1.75.....	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye. 1-32 oz., \$1.75.....	.60	1.00
Rosy Morn. Pink. 1-32 oz., \$2.25.....	.60	1.00
Kermesina. Crimson.....	..	1.00
Prize Mixture. This mixture contains only the very finest sorts selected from the best strains. 1-16 oz., \$3.00.....	.60	1.00

Primula Obconica Mohnstein and Mueller Strains

Mr. Carl Mueller, the able head-gardener of the Poehlmann Bros. Co. at Morton Grove, Ill., states as follows: "With great interest I was watching during the Summer months the obconica raised from seeds of the Mohnstein and Mueller strain. The growth was excellent, and even without flowers I had much pleasure. But now, since they are beginning to flower, I like them still more. The flowers are large and of fine color, and every visitor is surprised. Next year I will not grow any varieties but those two."

	Tr. Pkt.
Mohnstein Atrosanguinea. Red. 1-32 oz., \$5.00.....	1.50
Mueller Rosea. 1-32 oz., \$5.00.....	1.50
A. B. C. New Blue. An exceptional shade.....	1.00
Grandiflora Alba. White. 1-32 oz., \$2.00.....	.50
Kermesina. Crimson. 1-32 oz., \$2.00.....	.50
Rosea. Pink. 1-32 oz., \$2.00.....	.50
Mixed.....	.50
Gigantea. A large-flowering strain grown by a specialist.	
Kermesina. Deep crimson.....	1.00
Rosea. Pink.....	1.00
Apple Blossom. Soft pink.....	1.00
Salmon. Pink.....	1.00
Lilac.....	1.00
Mixed Colors.....	1.00

Primula, Various Sorts

	Tr. Pkt.
Kewensis (Verbena Scented Yellow Primrose). Of strong growth; long spikes of yellow flowers. 1-16 oz., \$1.25.....	\$0.50
Malacoides (Improved Baby Primrose). Color, light lilac. 1-16 oz., \$1.00.....	.50
Malacoides Alba. Pure white. 1-16 oz., \$1.25.....	.50
Malacoides Superba. Deep rosy pink flowers. Pkt., 30c.	
Veris (Cowslip). Hardy. Mixed. Oz., \$2.25.....	.40
Vulgaris (Hardy English Primrose).....	.50



LARGE FLOWERING SALPIGLOSSIS

Excellent for Cut Flowers

PUERARIA—Kudzu Vine

	Tr. Pkt.	Oz.
Thunbergiana. Perennial climber; rosy purple pea- shaped flowers.....	\$0.15	\$0.40

PYRETHRUM (Foliage Sorts for Bedding)

	Tr. Pkt.	Oz.
Aureum (Golden Feather). Yellow foliage.....	\$0.15	\$0.30

PYRETHRUM

Flowering Sorts (Perennial)

	Tr. Pkt.	Oz.
Roseum. Pink.....	\$0.40	\$2.75
Uliginosum (Giant White Daisy).....	.30	1.50
Hybridum Roseum, Single. Mixed.....	.40	2.50
Hybridum Roseum, Double. Mixed.....	.50	5.00

RHODANTHE—Everlasting Flower

	Tr. Pkt.	Oz.
Double Pink. Choice for cutting.....	\$0.25	\$0.60
Mixed Colors.....	.15	.50

RICINUS—Castor Oil Bean

	Tr. Pkt.	Oz.
Borboniensis. 15 feet. Green foliage.....	..	\$0.15
Cambodgensis. Bronzy maroon, 5 feet.....	..	.15
Gibsoni. Dark red, 5 feet.....	..	.20
Giant (Panormitanus). Immense dark brown leaves..	..	.15
Sanguineus. Blood red, 5 feet.....	..	.15
Zanzibarensis. 12 feet. Mixed colors (¼ lb. \$1.75)...	..	.15
Red Spire (New). Bronze-green foliage.....	..	.25

This is the showiest of the entire Ricinus family.

Sweet Peas for Winter and Spring Flowering

"Up-to-the-Minute" Popular Cut Flower Varieties



A. B. C. "Supreme Quality" Flower Seeds
Are Planted by "The Particular Grower"
from Maine to California

Four New (and One Older Variety, Namely
Zvolanek's Rose) Which We Particularly
Recommend to the Trade

Morse's Superior Pink (SEE ILLUSTRATION OPPOSITE)

The flower of which is unusually well formed and waved. The standard being quite round and symmetrical. The color of the flower is a beautiful rose pink, slightly shaded with salmon. The plant is a strong grower, giving plenty of four blossom sprays.

"Morse's Superior Pink" was awarded the silver medal at the last New York Spring Show, likewise the highest possible award of the Chicago Florists' Club, namely, a Certificate of Merit. Per oz., \$1.80; per ¼ lb., \$6.50; per lb., \$24.00.

Ball's Rose

The color of "Ball's Rose" is a bright deep rose with just a suggestion of amber in it and which tends to brighten the effect. Flowers of extra size and borne on extra long stems. Illustration below indicates to some extent, at least, the extreme freedom of bloom of this desirable sort. Per oz., \$1.80; per ¼ lb., \$6.50; per lb., \$24.00.

For General List of Early Flowering Sweet Peas, See
Next Page

New Sweet Pea, Morse's Superior Pink, Awarded Silver Medal at New York
Spring Flower Show and Certificate of Merit by
the Chicago Florist's Club

Peerless Pink

This charming new Burpee Sweet Pea has flowers of immense size, artistically placed four on a stem. The standard is a luminous shade of eosine pink and the wings show a decidedly rose cast. Sheltered within its folds there is an elusive sparkle, enhanced by a warm creamy glow.

Pkt. (25 seeds), 25c; ½ oz., \$1.25; oz., \$2.25; 4 ozs., \$7.50; ½ lb., \$13.75; lb., \$25.00.

White Harmony

A black-seeded sport of that most desirable variety "Lavender Harmony," and which we believe is in itself sufficient recommendation for this grand new sort.

Per oz., \$1.80; per ¼ lb., \$6.50; per lb., \$24.00.

A. B. C.
IMPROVED

ZVOLANEK'S ROSE

The Variety Which Popularized Sweet Peas

A. B. C. Improved Zvolanek's Rose is used for "main crop" by many of the largest growers in this country. Price, per oz., 50c; ¼ lb., \$1.75; per lb., \$6.50. Write for price on quantity. We stock A. B. C. Improved Zvolanek's Rose in large volume.



New Sweet Pea BALL'S ROSE

A Variety the Trade Has Been Waiting for, Note
Freedom of Bloom

REGARDING
COMPARATIVE
PRICES

Realizing the importance of Sweet Peas as a greenhouse crop we do not attempt competition with the dealer who aims for cheapness in seed to the possible detriment of quality—the fact that we supply from year to year, numerous of the largest growers in the U. S. A., is, we believe, proof positive that our "TRUE-TO-NAME THOROUGHLY ROGUED AND HAND PICKED SEED" is preferred to "bargain priced" stocks of doubtful value.—A. B. C.

Sweet Peas for Winter and Spring Flowering

"UP-TO-THE-MINUTE" POPULAR CUT FLOWER VARIETIES



SWEET PEA, JEANNE MAMITSCH

A Giant Sport of Rose Queen. Beautiful Rose Color and Sells for Top Price in New York Market. Per oz., \$1.75; ¼ lb., \$5.00; per lb., \$18.00.

BALL'S COLUMBIA. Color, pink and white. Very early and one of the best florists' varieties, like Xmas White and Pink. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.50.

BLUEBIRD. The flowers are arranged on long stems. Much the best of all blue sorts. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

BURPEE'S ORANGE. Glistening orange. Exceptionally good. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

GLITTERS. A variety which is unique in itself. The color is a bright, fiery orange-salmon. The flowers are of enormous size, are beautifully waved, usually borne four to the stem. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

GRENADE. This is the most brilliant Sweet Pea yet introduced. The color may best be described as a glowing poppy scarlet. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

HARMONY. An exceptionally choice clear lavender. Very large flower. Per oz., 65c; ¼ lb., \$2.00; 1 lb., \$7.00.

IMPROVED SNOWSTORM. This is by far the finest of all white winter-flowering varieties. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

LAVENDER KING. Color rich, true, deep lavender. Flowers are of large size and beautifully waved form. Extra fine. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.50.

MRS. KERE. The first early flowering salmon. Created a sensation when first exhibited at the International Flower Show in New York, March, 1921; also at the National Flower Show, Indianapolis, Ind., 1922. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

PRINCESS. A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

IMPROVED ROSE QUEEN. Color a most attractive shade of pink. Per oz., 75c; ¼ lb., \$2.75; 1 lb., \$10.00.

YARRAWA. Bright rose-pink with a clear, creamy base. Flowers average 2½ inches in diameter; many are duplex or double. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

EARLY FLOWERING SWEET PEAS IN MIXTURE

Realizing that numerous of our customers can only devote limited space to the culture of Sweet Peas under glass, but at the same time desire to have an assortment of colors and shades, we have consequently made up a superior mixture from named varieties in this list and which should fully cover the above named want.

Per oz., 40c; per ¼ lb., \$1.50; per lb., \$5.00

EARLY FLAMBEAU. A large orange cerise. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00.

EARLY NEW BLUE. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00.

EARLY ROSE DORE. A beautiful rose-pink suffused with orange. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00.

EARLY STARLIGHT. A clear lavender-blue. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00.

Gilda Gray

The standard is a lovely shade of salmon-cerise overlying bright pink. The wings are a pleasing shade of Hermosa pink. Per oz., \$1.50; 4 ozs., \$4.50; 1 lb., \$15.00.

Pink Profusion

The flowers are a bright sparkling shade of rich pink. They are large, well-waved and crinkled. Per oz., \$1.50; 4 ozs., \$4.50; 1 lb., \$15.00.

Sunlight

Sunlight is a bright rose-pink on cream ground, the standard showing a deeper shading than the wings. There is a distinct creamy blotch at the base of the standard which, in addition to the creamy keel, intensifies the sunlight effect. Per oz., \$1.50; 4 ozs., \$4.50; 1 lb., \$15.00.

CHEVALIER. This fine, new rose variety is of foremost commercial value. CHEVALIER is a flower of great beauty and magnificent size. The blooms are borne in fours on fine, long stems, and the color is truly unique. It is a true rose livened with a suspicion of lemon, which gives the flower, especially when bunched, a bright and pleasing life-like effect. CHEVALIER has been awarded two Certificates of Merit—at the International Flower Show, 1922, and the National Flower Show, 1922. Per oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.00.

TRUE BLUE. This lovely variety is a charming shade of true blue or light violet-blue. The flowers are of great size, much waved or crimped, strong and vigorous in growth, and most floriferous. Does not grow out of bounds. Excellent for all seasons. Awarded Certificates of Merit at the Great International Show, New York, 1918. Per oz., 50c; 4 ozs., \$1.75; 1 lb., \$5.00.

EARLY ELDORADO. A pure orange-salmon; early everblooming, of robust, vigorous habit. In color it is synonymous with the late variety, Robert Sydenham. It is practically sun-proof and does not require shading. We predict it will supersede all so-called orange varieties. Per oz., \$1.65; ¼ lb., \$5.00; 1 lb., \$18.00.

FLAMINGO. This is a distinct and charming variety. The flowers are truly enormous in size, produced in threes or fours on very long, stiff stems. The broad and well-waved standard is light orange, with a suffusion of bright salmon, and the wings are a delicate shade of orange-pink blending into a general effect of bright, light orange. The texture of the flowers is substantial. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

GORGEOUS. A charming soft salmon-cerise self. A unique and pleasing color, and always admired. The flowers are of great size, and generally borne in threes and fours on very long, stout stems. Fine for all seasons. Per oz., 50c; 4 ozs., \$1.75; 1 lb., \$5.50.

BLUE JACKET. Dark blue. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$4.50.

MRS. WARREN G. HARDING. Deep shade of silvery blue; a very much admired color. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

WHITE STAR. Black seeded. Flowers of enormous size, pure white, without any pink shading. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

AURORA. (Novelty Color.) Striped or flaked orange-scarlet on a white ground. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.50.

GLORIOUS. Clear rosy purple. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

HARLEQUIN. Striped or flaked deep chocolate on a light ground; grown in moderate quantity as a novelty. This is worth while. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

BLUE BOY. Largest and clearest blue—abundant bloomer. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

PINK CHEROKEE. Pink suffused salmon. Per oz., \$1.65; ¼ lb., \$5.00; 1 lb., \$18.00.

ZVOLANEX'S BLUE WONDER. A wonderful large, clear blue, the same size as the famous Zvolanek Rose. Very robust grower with mostly fours to a long, stiff stem. Color getting deeper the longer they are on the vine. Per oz., \$1.00; ¼ lb., \$3.50; 1 lb., \$12.00.

SILVER BLUE. Per oz., 65c; ¼ lb., \$2.00; 1 lb., \$7.00.

Vulcan (1925 Novelty). Rich, scarlet-orange.

Per oz., 65c; ¼ lb., \$2.00; 1 lb., \$7.00.

A real acquisition to early-flowering Sweet Peas for cut flowers. You will want this one.

SWEET PEAS

SPENCER OR "ORCHID" VARIETIES FOR SUMMER BLOOMING

We recommend these for general outdoor growing throughout the United States except in the extreme South, where Sweet Peas flower during the Winter and where the early flowering type gives best results. Many Sweet Pea lovers plant a short row of the early-flowering kinds to get the advantage of early blooms, but we recommend the Summer-flowering Sweet Peas for your principal crop for outdoor planting either during the Spring or Fall.

	Per oz.	Per ¼ lb.	Per lb.
King White Improved. Pure glistening white..	\$0.25	\$0.75	\$2.50
Matchless. Cream color.....	.25	.75	2.50
Floradale Fairy. Rich deep cream, very large..	.25	.75	2.50
Valentine. Pleasing shade of delicate blush pink25	.75	2.50
Youth. Picotee25	.75	2.50
Daisybud. A harmonious combination of apple blossom tints with a cast of cream pink.....	.25	.75	2.50
Supreme. Light pink, extra.....	.90	3.00	10.00
Picture. A blend of cream and pink.....	.25	.75	2.50
Miss California. Cream pink.....	.30	.85	3.00
Hawlmart Salmon Pink. Rich deep pink with salmon and orange tints in the standard.....	.30	.85	3.00
Hercules. Giant pink.....	.25	.75	2.50
Empire. Deep pink, fine.....	.40	1.40	5.00
Sunset. Soft rich rose with a glowing yellow suffusion near the base.....	.25	.75	2.50
Barbara. A superb salmon.....	.25	.75	2.50
Gold Crest. Salmon, extra.....	1.75	6.00	20.00
Tangerine Improved. Orange.....	.30	.85	3.00
Fordhook Orange. Extra.....	.35	1.00	3.50
Mammoth. Orange scarlet.....	.45	1.15	4.00
Royal Scot. A fiery deep cerise of vigorous habit25	.75	2.50
Glory. Cerise25	.75	2.50
Charming. Soft Cerise.....	.30	.85	3.00
Mrs. Tomlin. Scarlet, extra.....	.25	.75	2.50
Crimson King. Extra crimson.....	.25	.75	2.50
Austin Frederick, Imp. Lavender.....	.25	.75	2.50
Powers Court. Pure lavender, extra.....	.25	.75	2.50
Mrs. Tom Jones. Bright blue, large.....	.25	.75	2.50
Fordhook Blue. Clear.....	.90	3.00	10.00
Commander Godsall. Dark blue.....	.25	.75	2.50
Warrior. Rich reddish maroon flushed with bronze25	.75	2.50
Asta Ohn. Lavender.....	.25	.75	2.50
Blanche Ferry. Pink and white.....	.25	.75	2.50
Constance Hinton. Black seeded white.....	.25	.75	2.50
Extra Choice. Mixed.....	.20	.65	2.00



NEW SWEET PEA, HEAVENLY BLUE.

NEW SWEET PEA

(Summer Flowering) HEAVENLY BLUE

A fine new blue, of a most beautiful soft tone of delphinium blue.

It is a pure blue self that does not show a trace of violet.

The flowers are of immense size with fours invariably well placed on long, stiff stems.

This novelty is a very marked improvement over Mrs. Tom Jones and we believe it will be hard to surpass among late flowering blue Sweet Peas for many years to come. Price, per oz., \$1.50; per 1-4 lb., \$5.50; per lb., \$20.00.

Special Discount

For quantity orders for both early and Summer-flowering Sweet Peas we allow 10 per cent discount on purchases of 5 pounds or more in one or several varieties.



STATICE SINUATA

Used both fresh and dried. Excellent cut-flower material.

ROCK CRESS (See Arabis)

RUDBECKIA—Coneflower

Tall growing plants blooming profusely all summer.

	Tr. Pkt.	Oz.
Bicolor Superba. Yellow, brown center.....	\$0.15	\$0.50

SALPIGLOSSIS

Very showy annuals, splendid for cutting.

	Tr. Pkt.	Oz.
Crimson and Gold.....	\$0.30	\$1.25
Primrose30	1.25
Purple and Gold.....	.30	1.25
Rose and Gold.....	.30	1.25
Scarlet and Gold.....	.30	1.25
White and Gold.....	.30	1.25
Choice Mixed25	.75
Emperor. Extra large flowering, mixed.....	.25	1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with a specialist who supplies only fine plump seed which is saved from specimen plants and such as shows a high germination.

	Tr. Pkt.	Oz.
America (Globe of Fire).....	\$0.50	\$4.50
Bonfire (Clara Bedman).....	.40	3.00
Splendens. Tall growing.....	.35	2.00
Drooping Spikes50	4.00
Zurich. Dwarf, early.....	.50	4.00
Patens. Blue50	

SAPONARIA

	Tr. Pkt.	Oz.
Vaccaria. A free-blooming annual with beautiful pink feathery flowers, (¼ lb., 75c).....	\$0.15	\$0.35

Used in same manner as Baby's Breath.

SCARLET FLAX (See Linum)

SENSITIVE PLANT—Mimosa

	Tr. Pkt.	Oz.
Pudica. Flowers pinkish white.....	\$0.15	\$0.40

SHAMROCK

	Tr. Pkt.	Oz.
True Irish. ¼ lb., \$2.50.....	\$0.20	\$0.75

SHASTA DAISY (See Chrysanthemum)

SCABIOSA—Mourning Bride

	Tr. Pkt.	Oz.
Azure Fairy	\$0.15	\$0.50
Cherry Red15	.50
Crimson15	.50
Flesh Pink15	.50
King of Blacks.....	.15	.50
Rose15	.50
White15	.50
Extra Fine Mixed.....	.15	.40
Dwarf Double Mixed.....	.15	.40

SCHIZANTHUS

Butterfly Flower

	Tr. Pkt.	Oz.
For Cut Flowers—		
Garway's Hybrids	\$0.50	
Hybrida Grandiflora20	\$0.75
Wisetonensis. Fine for pots.....	.30	1.25

SMILAX

Myrsiphyllum Asparagoides

	Tr. Pkt.	Oz.
A well known greenhouse climber. Valuable for floral decorations. ¼ lb., \$1.75	\$0.15	\$0.50

SNAPDRAGON (See Antirrhinum)

SOLANUM

Jerusalem Cherry

	Tr. Pkt.	Oz.
Capsicastrum—		
Jerusalem Cherry. Scarlet berries.....	\$0.15	\$0.50
Cleveland Cherry. Grows more compact than above and produces the scarlet berries in greater profusion.....	.40	2.00

STATICE—Everlasting Flower

Valuable for cutting or decorative purposes.

	Tr. Pkt.	Oz.
Latifolia. Perennial. Large deep blue flowers.....	\$0.25	\$2.00

ANNUAL VARIETIES (See Illustration)

Coming into great favor for cut flowers.

	Tr. Pkt.	Oz.
Sinuata. Blue20	.60
Lavender20	.60
Rosea Superba20	.60
Bonduelli, Golden Yellow.....	.15	.40
Suworowi (Russian or Cattail Statice).....	.50	1.25

STEVIA

	Tr. Pkt.	Oz.
Serrata. Fragrant white flowers; desirable for cutting	\$0.30	\$1.35

STOCKS

A. B. C. Special Florists' Strains

Stocks Are One of Our Specialties

Our percentage of doubles equals the best European strains and our grower received five "Awards of Merit" and two "highly commended" at the trial of Stocks conducted by the Royal Horticultural Society of Great Britain at Wisely, England, in 1922.

IMPROVED BISMARCK STOCKS

An especially meritorious class. These Stocks are giant, growing from twenty-four to thirty inches tall, of branching habit, producing innumerable large spikes measuring twelve to sixteen inches long, coming into bloom in ten to twelve weeks.

	Tr. Pkt.	Oz.
White	\$0.50	\$3.00
Blood Red50	3.00
Blush, Apple Blossom.....	.50	3.00
Canary Yellow (Golden Bell).....	.50	3.00
Dark Blue50	3.00
Fiery Blood Red. Fine.....	.50	3.00
Lavender. Extra50	3.00
Rose. Deep rose-pink.....	.50	3.00
Choice Mixed50	3.00

These Bismarck Stocks find great favor in the Chicago wholesale cut-flower market. They come into bloom about ten days later than "Beauty of Nice" listed on next page.

STOCKS—Continued

MAMMOTH BEAUTY OF NICE, EARLY FLOWERING

Branching Stocks which bloom earlier than other strains. Very desirable for cut flowers.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Canary Yellow	\$.05	\$2.50	Old Rose	\$.05	\$2.50
Carmine Rose	.50	2.50	Rosy Lilac	.50	2.50
Crimson	.50	2.50	White	.50	2.50
Deep Blue	.50	2.50	Lavender	.50	2.50
Flesh Pink	.50	2.50	Choice Mixed	.50	2.50

PERPETUAL BRANCHING—Giant Perfection

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red	\$.05	\$2.50	Snowdrift (New).		
Flesh	.50	2.50	Early; pure white.	\$.05	\$2.50
Pale Blue	.50	2.50	Princess Alice.		
Pale Blush	.50	2.50	White. (Cut-and-		
Rose	.50	2.50	come-again)	.50	2.50
			Choice Mixed	.50	2.50

LARGE FLOWERING DWARF TEN WEEK STOCKS FOR BEDDING

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red	\$.04	\$2.50	White	\$.04	\$2.50
Bright Pink	.40	2.50	Flesh	.40	2.50
Canary Yellow	.40	2.50	Light Blue	.40	2.50
Deep Purple	.40	2.50	Choice Mixed	.40	2.50
Lavender	.40	2.50			

WALLFLOWER LEAVED TEN WEEK STOCKS

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Apple Blossom	\$.05	\$2.50	Snowflake. Pure		
Canary Yellow	.50	2.50	white	\$.05	\$2.50
Violet Queen	.50	2.50	Choice Mixed	.50	2.50

STOKESIA—Cornflower Aster

One of the most desirable hardy perennial plants for the border and excellent for cutting.

	Tr. Pkt.	Oz.
Cyanea. Lavender blue	\$.025	\$1.50
Cyanea Alba. Pure white	.25	1.50

STRAWFLOWER (See Helichrysum)

SUNFLOWER—Helianthus

ANNUAL VARIETIES

	Tr. Pkt.	Oz.
Chrysanthemum Flowered. Double yellow	\$.15	\$0.25
Cucumerifolius (Miniature Sunflower). Single yellow	.15	.25
Cut and Come Again. Single yellow	.15	.25
Double Globe (Globosus Fistulosus). Rich yellow	.15	.25
Dwarf Double (Globe of Gold). Deep yellow	.15	.25
New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow	.15	.40
Oscar Wilde. Single yellow, with black center	.15	.25
Russian. Large yellow; single		.05
Stella. Single yellow, black center	.15	.25

SWEET ALYSSUM (See Alyssum)

SWEET SULTAN—Centaurea Moschatus

	Tr. Pkt.	Oz.
Mixed Annual. Fragrant flowers resembling "Bachelor's Buttons"	\$.15	\$0.40

SWEET ROCKET—Hesperis

	Tr. Pkt.	Oz.
Mixed Perennial. Purple and white	\$.15	\$0.30

SWEET WILLIAM—Dianthus Barbatus

Provides excellent cut flowers.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Single Crimson	\$.15	\$0.50	Mixed	\$.15	\$0.35
Pink Beauty	.25	1.00	Double Mixed	.15	.60
Scarlet Beauty	.25	1.00	Single and Double		
Velvety Maroon	.15	.50	Mixed	.15	.60
White	.15	.50			



STOCK EARLY GIANT IMPERIAL (Improved Bismarck)

An especially meritorious class, growing from twenty-four to thirty inches tall; of branching habit. Very early blooming and producing a high percentage of doubles.

TAGETES

	Tr. Pkt.	Oz.
Signata Pumila. Good bedding plant; flowers golden yellow	\$.015	\$0.75

THALICTRUM

	Tr. Pkt.	Oz.
Dipterocarpum. Flowers rosy purple with yellow anthers, perennial, fine for cutting	\$.050	\$3.00

THUNBERGIA—Black Eyed Susan

	Tr. Pkt.	Oz.
Mixed	\$.020	\$1.00

TORENIA

	Tr. Pkt.	Oz.
Fournieri Grandiflora. Blue	\$.050	\$3.00

TRITOMA—Red Hot Poker

	Tr. Pkt.	Oz.
Diener's Hybrids. Extra Trade Pkt. of 100 seeds, \$1.00.		
Hybrids Mixed	\$.025	\$1.50

Snapdragons Grown in the Open Produce Excellent Summer Cut Flower Material.



MAMMOTH VERBENA.

VERBENA

	Tr. Pkt.	Oz.
Mammoth Scarlet (Defiance)	\$0.30	\$1.25
Pink	.30	1.25
Purple	.30	1.25
Blue	.30	1.25
Striped	.30	1.00
Lucifer. Cardinal red	.30	1.50
White	.30	1.50
Yellow	.30	1.50
Mixed	.30	1.00
Giant Flowered Mixed	.50	1.75
Lemon Scented	.40	3.00

VERONICA—Speedwell

Showy hardy perennial border plant of easy culture. Excellent for bouquets.

	Tr. Pkt.	Oz.
Spicata	\$0.25	\$1.50

VINCA—Periwinkle

	Tr. Pkt.	Oz.
An excellent bedding plant. Sow seed early.		
Alba Pura, Pure White	\$0.25	\$1.00
Alba, White with Eye	.25	1.00
Rosea, Pink	.25	1.00
Mixed	.20	.80

VIOLET—Viola Odorata

	Tr. Pkt.	Oz.
Single Blue Czar	\$0.50	\$4.00

VIOLA CORNUTA—Tufted Pansies

	Tr. Pkt.	Oz.
Admiration, Dark Blue	\$0.40	\$2.00
Cornuta, Mauve Queen, Mauve	.40	2.00
Blue Perfection, Light Blue	.40	2.00
White Perfection, Pure White	.40	2.00
Mixed	.40	1.75

ZINNIAS

A. B. C. "Gold Medal" Dahlia-Flowered

A REAL FLORIST'S "MONEY MAKER"

Positively the "Last Word" in Zinnias for Cut Flowers.
See Inside Front Cover for Colored Illustrations and Complete Descriptions

Our seed is from the originator; we caution against buying inferior strains of this worthy novelty.

These new Zinnias are recommended for growing under glass for cutting as well as for outdoor planting.

We offer all varieties as follows: (Originator's new crop seed).

Exquisite. Color light rose with center a deep rose.

Old Rose. Real old rose shade.

Illumination. Deep rose.

Golden State. Orange-yellow.

Crimson Monarch. By far the largest and best of red shades.

Giant Attraction. A distinct shade of brick red (Spectrum Red).

Scarlet Flame. A large, beautiful, bright scarlet, with a delightful blending of orange throughout the petal.

Meteor. A rich, glowing deep red (Spinel Red).

Oriole. An immense orange and gold bicolor.

Dream. A fine, deep lavender, turning to purple (Mallow Purple).

Polar Bear. A very large pure white.

Buttercup. An immense deep creamy yellow.

Canary Bird. A delicate shade of primrose.

Prices of each of above: Extra size trade pkt., 50c; ¼ oz., 85c; per oz., \$3.00.

Special Offer. One extra size trade pkt. each of any seven varieties selected from above for \$3.00.

Special Mixture. A well blended mixture containing the above novelties. Price, extra size tr. pkt., 50c; per oz., \$2.00.

ZINNIAS, VARIOUS TYPES

Dwarf Double Varieties

	Tr. Pkt.	Oz.
Crimson	\$0.15	\$0.50
Pink	.15	.50
Salmon Rose (Exceptional for cut-flowers)	.15	.50
Scarlet	.15	.50
White	.15	.50
Yellow	.15	.50
Mixed	.15	.40

Giant Robusta Varieties

	Tr. Pkt.	Oz.
Buttercup. Deep yellow	\$0.30	\$1.00
Crimson	.30	1.00
Golden Yellow	.30	1.00
Purple	.30	1.00
Rose King	.30	1.00
Salmon	.30	1.00
Scarlet	.30	1.00
Shrimp Pink	.30	1.00
Sulphur Yellow	.30	1.00
Violet	.30	1.00
White	.30	1.00
Special Mixed	.20	.75

Miscellaneous Varieties

	Tr. Pkt.	Oz.
Red Riding Hood	\$0.20	\$0.75
Giant Picotee "Golden Pheasant." Gold tipped, maroon	.40	2.00
La France. Soft pink	.40	2.00
Liliput. Mixed	.30	1.00
Mexicana Perfection (Haageana). Yellow	.30	1.00

WALLFLOWER

	Tr. Pkt.	Oz.
Double Brown. ¼ oz., \$1.75	\$0.50	
Yellow. ¼ oz., \$1.75	.50	
Mixed	.35	\$2.00
Paris. Extra Early, Yellow	.15	.60
Blood Red	.15	.60
Mixed	.15	.50
Single Mixed	.15	.50

XERANTHEMUM—Everlasting Flower

	Tr. Pkt.	Oz.
Double Mixed. Annual for Winter bouquets	\$0.15	\$0.50



AQUILEGIA
Long Spurred

Hardy Perennial Flower Seeds

ACHILLEA (Milfoil or Yarrow)

Ptarmica "The Pearl".....	Tr. Pkt.	Oz.
\$0.50	\$4.00

ANTHEMIS (Hardy Marguerite)

Kelwayi. Golden-yellow blossoms; excellent for cutting; 2 feet.....	Tr. Pkt.	Oz.
\$0.25	\$1.00

BAPTISIA AUSTRALIS (False Indigo)

Dark Blue	Tr. Pkt.	Oz.
\$0.25	\$1.00

CAMPANULA MEDIA (Canterbury Bells)

Blue, white, pink or mixed.....	Tr. Pkt.	Oz.
\$0.15	\$0.40

CARNATION

Hardy border, double mixed.....	Tr. Pkt.	Oz.
\$0.30	\$1.25

CENTAUREA MONTANA

Perennial blue cornflower.....	Tr. Pkt.	Oz.
\$0.20	\$0.60

CHRYSANTHEMUM (Shasta Daisy, etc.)

King Edward VII. Moonpenny Daisy.....	Tr. Pkt.	Oz.
\$0.20	\$0.60
Shasta Daisy "Alaska"; pure white.....	40	2.00

COREOPSIS (Golden Coreopsis)

Lanceolata Grandiflora	Tr. Pkt.	Oz.
\$0.15	\$0.50

DELPHINIUM (Hardy Larkspur)

Belladonna. Light turquoise blue (\$7.00 per ¼ lb.)..	Tr. Pkt.	Oz.
\$0.40	\$2.00
Bellamosum. A rich deep blue form of Belladonna..	.50	2.50
Gold Medal Hybrids. Finest strain of mixed Hybrids	.50	2.50

DIANTHUS (Hardy Pinks)

Allwoodi (new perpetual hardy Pinks), packet of 100 seeds,	1,000 seeds,	\$1.00;
		\$8.00.

DIANTHUS or PINKS

Latifolius Atrococcineus fl. pl. Rich fiery scarlet	Tr. Pkt.	Oz.
Crimson\$0.25	\$1.50
Plumarius Single Mixed (Pheasant Eye Pink).....	.25	.75
Plumarius Double Mixed (Hardy Garden Pinks)....	.35	2.00
Plumarius Semperflorens (Everblooming Hardy Pinks). Mixed colors.....	.50	2.50

DIGITALIS (Foxglove)

Giant Shirley. A greatly improved strain.....	Tr. Pkt.	Oz.
\$0.50	\$2.50
Monstrosa (Mammoth Foxglove) Mixed.....	.20	.85
Gloxinaeflora Mixed. All colors.....	.20	.85

ECHINOPS RITRO (Globe Thistle)

Silvery thistle-like foliage and fine steel-blue flowers.	Tr. Pkt.	Oz.
\$0.25	\$0.75

GAILLARDIA (Blanket Flower)

Grandiflora Compacta. A compact variety, forming bushy plants 12 to 15 inches high.....	\$0.15	\$0.60
Grandiflora Superb Mixed.....	.15	.50

GYPSOPHILA (Baby's Breath)

Paniculata Single	Tr. Pkt.	Oz.
\$0.15	\$0.40
Paniculata Double50	7.00

HOLLYHOCK, DOUBLE

Pink, Rose Pink, Scarlet, Crimson, Salmon, White, Yellow and Maroon.....	Tr. Pkt.	Oz.
\$0.20	\$1.25
Mixed, all colors.....	.20	1.00

LATHYRUS (Everlasting or Hardy Sweet Pea)

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc.; continually in bloom; fine for cutting.

Latifolius "White Pearl" The finest white.....	Tr. Pkt.	Oz.
\$0.25	\$0.85
Pink Beauty. Rosy pink.....	.25	.85
Mixed. All colors25	.85

LAVANDULA VERA

True sweet lavender.....	Tr. Pkt.	Oz.
\$0.25	\$0.75

LIATRIS (Blazing Star or Gay Feather)

Trade Packet, \$0.25; ounce, \$0.75.

LUPINUS (Lupine)

Effective plants, producing large spikes of flowers; blooming in May and June. They require only well-prepared garden soil, preferably in a semi-shady location. 3 feet.

Polyphyllus Roseus	Tr. Pkt.	Oz.
\$0.20	\$0.75
Polyphyllus Blue20	.75
Polyphyllus White20	.75
Polyphyllus Mixed—All Colors (¼ lb., \$0.60).....	.15	.50

PAPAVER (Hardy Poppies)

Both the Iceland and Oriental Poppies are used extensively in the best gardens. The Iceland is excellent for cutting. Tr. Pkt. Oz.

Nudicaule (Iceland Poppy). Bright yellow.....	Tr. Pkt.	Oz.
\$0.25	\$1.25
Nudicaule. Pure white.....	.25	1.25
Nudicaule. Mixed25	1.00
Oriente (Oriental Poppy). Orange scarlet.....	.20	.75
Oriente Princess Victoria. Salmon.....	.40	2.00
Oriente Hybrids. Mixed.....	.25	1.00

PHYSALIS (Japanese Lantern Plant)

Francheti	Tr. Pkt.	Oz.
\$0.25	\$1.00

PYRETHRUM HYBRIDUM

Grandiflorum. Single, large flowering, mixed.....	Tr. Pkt.	Oz.
\$0.40	\$2.50
Double. Saved from a fine strain.....	1.00	5.00

RUDBECKIA (Coneflower)

Newmani. Dark orange-yellow flower with deep purple cone	Tr. Pkt.	Oz.
\$0.25	\$1.25
Purpurea. Flowers reddish-purple with large center of brown25	1.25

SCABIOSA

Caucasica (Blue Bonnet). One of the handsomest of hardy perennials; especially valuable for cutting, the blooms lasting a long time in water; color soft lavender-blue; 3 feet.....	Tr. Pkt.	Oz.
\$0.50	\$2.50
Japonica. A variety from Japan, forming bushy plants 2½ feet in height and bearing on long, wiry stems beautiful, artistic, lavender-blue flowers; a fine cut flower25	.75

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed green; one-, two-, three-, five-, ten-, fifteen- and twenty-five-pound bags. Price 35c per pound in any quantity. Many of our customers find this a ready seller.—A. B. C.

PLEASE NOTE

Prices quoted in this list are for strong one year old field roots, NOT seedlings.



Provide a supply of hardy plants for your customers' gardens. The demand for same is large.

GROW YOUR OWN CUT FLOWERS

PLANT HARDY PERENNIALS

FOR FIELD CULTURE

Some Kinds, Particularly Delphinium, (Varieties Belladonna and Bellamosum) Are Desirable for Forcing

Excerpts From "FLORISTS REVIEW"

Perennials as Cut Flowers

Making Progress

"Never before has the usefulness of perennials as cut flowers been so manifest as this year. When greenhouse flowers began to wane and it was much too early for annuals outdoors, perennials filled in the gap and so have made for themselves lasting popularity among florists.

"Much has been published in the columns of The Review regarding perennials as cut flowers. This year has proved beyond a doubt that their usefulness as cut flowers is unsurpassed at a time when all other flowers are scarce.

"Florists, as a rule, are not too well acquainted with hardy plants, it being a little out of their line. It is for this reason the writer is giving, from experience, a brief outline of this class of plants. There are many varieties that have cut flower qualities. In fact, all of them have, to some extent."

Address by W. J. Barnes, Kansas City, Mo., delivered at the convention of the Oklahoma State Florists' Association, at Muskogee, Okla.

"For Variety in Make-up"

Hardy Perennials for Small-town Florists

I started in business as a small-town florist; I was outside of the city, doing a purely local business, and I tried to use my own resources 100 per cent. Today I am in Kansas City, and, although I am but a few blocks from the actual center of the city, and while we now have five up-to-date wholesale florists, I am still using, to a large extent, what I learned then to "get by" with.

I want to make my talk to the small-town florist who cannot slip down town in a few minutes and get what he wants. My appeal is to the man who has an acre or two and a few days or weeks at this time of the year without taking in a dollar and then without a minute's notice is up against a funeral calling for flowers that may run up to a few hundred dollars, and he is expected to be ready to meet such an emergency. If he is a resourceful man he has been working with his customers on the idea of "leave it to him to make the selection," just getting at the price they want to pay and the card. Then, if he is a man of taste with a good idea of combining flowers and colors, and has a good, well stocked garden plot, he can "ride high."

Perennial gypsophila is so much used now, fresh or dry, that I don't need to describe it, but with a bunch of gypsophila, that can be grown in his garden, some gladioli of different colors, some buddleia, or Summer lilac; lathyrus, or hardy sweet peas; helianthus,

or double hardy sunflowers; some dahlias, some lavender or white stokesias, tamarix, tuberoses and some rubrum lilies, he is fixed to meet anything.

Hardy Perennials

Their Possibilities

What can be done with perennial and garden flowers? You can make anything that can be made with any other flowers. I can remember many pretty things made entirely of garden flowers; for instance, a large wreath, about three-fourths of it of dark purple delphinium, finished with a large cluster of candidum lilies, another of English ivy leaves with a garland of asters. Only recently we made a neighborhood piece about six feet high of gladioli on an easel; for appearance it would have been hard to equal with greenhouse-grown flowers, right today and every day, we are putting up beautiful and artistic spray bouquets, panels and wreaths, that I am sure would please the most critical; and we do not use a single rose or carnation.

If you will grow a good, strong row of Tamarix hispida (shrub), you can snap your fingers at the cut ferns during the summer, when it is so hard to get ferns and to keep them; its bluish green foliage is a wonderful help to your flowers in sprays or otherwise. I prefer it to asparagus for the foliage, and the flowers do help.

I have used it with lilies, late gladioli and early mums, and it is a jewel.

I have not said anything about growing plants such as gladioli, asters, dahlias and so on, as I suppose everyone is growing and knows about them. Some of the things I have mentioned work wonderfully well with those and help to make different combinations, so that you do not get tired of the sameness. One thing I should like to call your attention to is ismene calathina, sometimes called Peruvian daffodil. It is also called the white amaryllis, which we call them. This is a bulb that you plant in the Spring in about three plantings, commencing as soon as the soil is warm, and ending about June 15 to 20. We are just cutting the last, and they work up as well as Easter lilies and are no trouble whatever to grow, and your bulbs increase in size and number.

Always remember that it pays every evening to go out and cut a lot of these flowers and put them in fresh, cold water; a cave or cool cellar is almost all they need, and if you do not use them one day, throw out those that do not look good and get more. If you do this, you will always have the stock ready to use and in the right condition to use. Your customers will not be kicking because they get a lot of wilted flowers, and gradually will get to like and use more and more of these, and you will pile up more and more dollars for your Uncle Sam to collect income tax from. But, incidentally, you get away from that awful thought, "Where are the flowers coming from to fill that order?"

A. B. C. Suggestion, a Worth-while One, We Believe

If you are not the fortunate possessor of a parcel of ground, secure a nominal supply of A. B. C. "Supreme" Quality Hardy Perennial Plants and "hire them out" to some local market gardener or farmer. This is frequently done by florists throughout the country and generally such an arrangement can be made on a basis that will provide you with summer cut flowers on a low cost basis.

PLEASE NOTE: We cannot accept orders for less than one dozen plants of a variety.—A. B. C.

We offer the following selected list of Hardy Perennial Plants for delivery the coming Spring, also Fall season, 1927. All of this stock is of strong field growth and such as will no doubt produce results the first season after planting. Not to be confounded with small pot plant stock or seedlings frequently offered at so-called bargain prices. Place order at once (this is important as some kinds are in comparatively short supply) for shipment in due season; 25 plants at 100 rate.



ACHILLEA

**ACHILLEA,
"BALL OF
"SNOW."**

Blooms all Summer.
Excellent cut flower.

Achillea Boule de Neige, and Perry's White, for ground work in funeral pieces and baskets, has taken a place in the front rank. Its lasting quality should also be mentioned; it remains in bloom fully seven weeks.

	Doz.	Per 100
ACHILLEA (See Illustration) Boule de Neige (Ball of Snow). An improvement on The Pearl. Wonderful for cut flowers or garden.....	\$1.50	\$10.00
ACHILLEA Millefolium Roseum (Rosy Milefoil). Finely cut deep green foliage; pink flowers in dense heads and found all summer.....	1.50	10.00
Perry's White . 1 to 2 feet. June to September. A choice new variety; pure white flowers; broad, overlapping petals. Nothing better for cutting..	1.50	10.00
ACONITUM (Monkshood, Helmet Flower). Aconites form bushy clumps and are invaluable for planting under trees or in shady or semi-shady positions.		
Fischeri . A dwarf variety growing 30 inches high, with very large pale blue flowers in September and October.....	2.15	15.00
Spark's Variety . July-August. Darkest blue of all. Plants.....	2.15	15.00
AGROSTEMMA Coronaria . Red.....	1.50	10.00
Coronaria Alba	1.50	10.00
ALYSSUM Saxatile (Basket of Gold). 10 in. May. Low, sprawling habit. In May the gray-green leaves are buried beneath masses of tiny golden flowers.....	1.50	10.00
ANCHUSA (Alkanet) Italica , var. Dropmore . 4-5 ft. June. Tall, branched growth. A large biennial having coarse leaves and gentian-blue flowers.....	1.75	12.00
AQUILEGIAS or COLUMBINES . Provide excellent cut flowers.		
Chrysantha . Bright, yellow, long spurred.....	1.50	10.00
Chrysantha Alba . A white variety of the above...	1.50	10.00
Chrysantha Fl. Pl. Double golden yellow flowers...	1.75	12.00
Farquhar Pinks . A beautiful strain of nothing but clear pink colors.....	1.75	12.00
Long-Spurred Pink Hybrids . A beautiful and reliable strain comprising a large percentage of pink and rose shades. Long spurs.....	1.75	12.00
Mrs. Scott Elliott's Long Spurred Hybrids . Fine run of colors and distinct shape.....	1.75	12.00
Niva Grandiflora . Large, pure white.....	1.50	10.00
Silver Queen . Beautiful rose flowers, long spurred.....	1.75	12.00
Rose Queen . Deep pink.....	1.75	12.00

	Doz.	Per 100
ARTEMISIA Lactiflora . White. August. Grows 4 to 4½ feet tall, dark green finely cut foliage. Sweet-scented, small white flowers, to be used like Baby's Breath; but is in season August to September; fine with gladioli; one of the things that help out.....	\$2.10	\$14.00
ARTEMISIA Silver King . (Per 25 plants, \$4.00; per 50 plants, \$7.75.) See illustration.....		\$15.00
ASCLEPIAS Tuberosa (Butterfly Weed). Very attractive native plants, flowering during July and August. Umbels of bright orange colored flowers.....	1.75	12.00
ASTERS Hardy (Michaelmas Daisies). These are among the showiest of our late flowering hardy plants giving a wealthy bloom during September and October.		
Abendrothe . Deep rose. 5 ft.....	1.75	12.00
Amellus Elegans . Grows 12 to 15 inches high and produces large showy flowers of a rich bluish-violet during July and August.....	2.10	14.00
Climax . One of the best and showiest, with large pyramidal spikes of large, light lavender-blue flowers. Very free, 5 feet.....	1.75	12.00
Novi Belgii White Climax . A splendid white form of above.....	1.75	12.00
Feltham Blue . A pretty aniline blue, very free....	1.75	12.00
Mauve Cushion . Very dwarf. Delicate mauve....	1.75	12.00
Novae Angeliae . Bright purple violet. 4 ft.....	1.75	12.00
Novae-Angliae Rosea . Deep reddish violet. Height 4 ft.....	1.75	12.00
St. Edgwin . One of the finest, covered with beautiful pink flowers.....	1.75	12.00
Tartarcus . Large bluish-lilac. 6 ft.....	1.75	12.00
F. W. Raynor . Light reddish violet. Height 4 ft.....	1.75	12.00
BOCCONIA Cordata (Plume Poppy). 6-8 ft. Big, feathery heads of creamy white flowers. Tall, upright habit.....	1.50	10.00
BOLTONIA Asteroides . Among the showiest hardy plants with large single Aster-like flowers. The plant is in bloom during the summer and autumn months with its thousands of flowers open at one time, producing a very striking effect. Pure white, very effective, 5-7 feet.....	1.50	10.00

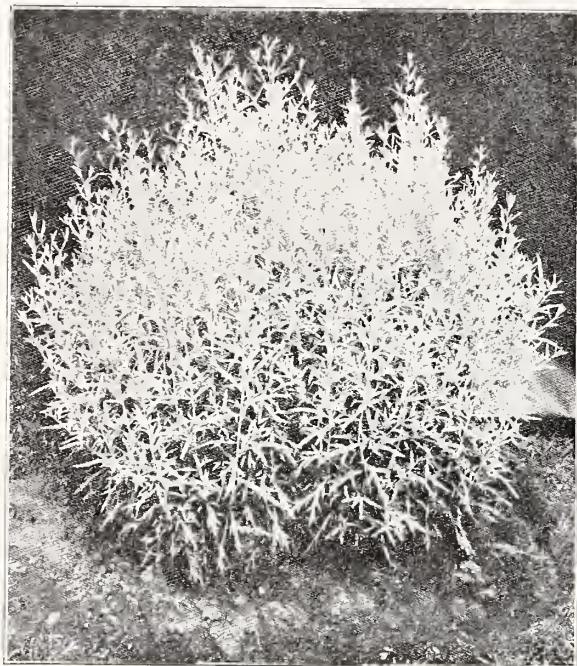


BUDDLEIA MAGNIFICA—BUTTERFLY BUSH.

Buddleia is unexcelled for blue cut-flowers, especially so when used in connection with white and light colored Gladiolus. Buddleia Variabilis Magnifica, per doz., \$4.50; per 100, \$35.00.

The Following Perennial Flowers can be used Dried—During Winter or any Time

N A M E L Y : — STATICE, GYPSOPHILA PANICULATA "BABY'S BREATH," JAPANESE LANTERN, ARTEMISIA AND ERYNGIUM.



ARTEMISIA, SILVER KING

A Plant of Rare Beauty for Landscape or Use With Cut Flowers

This Artemisia is one of such rare beauty and so valuable for various purposes that a description can hardly do it full justice.

For landscape effect from early summer until late winter, it is a most outstanding plant. Its bright silver colored stems and foliage blend harmoniously with other foliage or blooming plants and its rich, striking beauty in form and color is first to attract attention regardless of its surroundings.

For the cut flower trade the foliage of Artemisia Silver King is one of the greatest values as a filler for sprays or designs. It matures early in the summer and quickly hardens to a state when it can be cut and used without moisture. The foliage does not wilt or shatter after hardening off and can be carried dry indefinitely without losing its color. Leading cut flower dealers who handled the foliage of this Artemisia last season stated there is no other material that will produce the same high-class effect and that when used in sprays with pink roses the effect is most striking.

The illustration above was made from an actual photograph taken July 2, 1926, of a plant in the open ground which has lived through two of our most severe winters without mulch or any protection, proving its absolute hardiness. It thrives in ordinary soil, growing to a height of about three feet in almost perfect symmetrical form. The stems are well branched and thickly covered with bright silver colored foliage, which first appears in the form of small narrow leaves, but these quickly divide into a delicate lacy shape with the appearance of small flower buds all over the branches. Artemisia Silver King is a variety which evidently has been lost in propagation, as we have been unable to find it among the plantings of any growers in the United States, or to locate a grower who has ever seen the same type or color of foliage as produced by this Artemisia.

The original stock consisted of three small divisions which were secured six years ago from a very old lady who stated the plant had been in the family garden as far back as she could remember, and that to the best of her recollection it was brought to the United States from Europe by her grandmother.

Prices: Plants from 2¼-inch pots, ready for lining out in the field (April delivery), 25 for \$4.00, 50 for \$7.75, 100 for \$15.00.

EXPENSE SMALL

The expense of Perennials is small—merely a nominal first cost—they live over Winter and bloom again every year in abundance

	Doz.	Per 100
BOLTONIA		
Latisquama. Lavender-pink. 4-5 feet.....	\$1.75	\$12.00
BUDDLEIA (See Illustration) (Butterfly Bush or Summer Lilac). This is properly a shrub, but the top usually freezes back, and the new growth starts from the root like other perennials. Plants grow three to four feet and are covered with long racemes of lilac-like flowers in July. The best location is in good, rich, well drained soil in a sunny situation. It attracts the butterflies, and as many as fifty have been counted about a plant in a single afternoon.		
Variabilis Magnifica	4.50	35.00
CAMPANULA (Bellflower). A large and varied family of the greatest value for general garden decorations. They are of the easiest culture, thriving in any ordinary garden soil.		
Medium (Canterbury Bells) Blue, White or Rose. Separate	1.50	10.00
Medium Calcycanthema (Cup and Saucer). Blue, White and Rose. Colors separate.....	1.50	10.00
Carpatica, Blue and White. Separate.....	1.75	12.00
Persicifolia, Blue and Alba. Separate.....	1.75	12.00
Latifolia Macrantha. 3 feet. June and July. Very handsome, enormous drooping bells of fine satiny lilac and deep purplish shades.....	1.50	10.00
CARNATION Vienna. Market.....	1.75	12.00
CATANANCHE Caerulea (Cupid's Dart). 2 feet. July and August. Heads of pretty deep blue flowers on long stems. Profuse and excellent cut flower	1.75	12.00
Alba. Same form as above. White.....	1.75	12.00
CENTAUREA (Hardheads of Knapweed). Makes a fine display in the border; also excellent for cutting.		
Dealbata. Large and striking rose-pink flowers. June-July. 2 feet.....	1.75	12.00
Montana (Cornflower). Grows 2 feet high, bearing large violet-blue flowers from July to September.	1.75	12.00
Macrocephala. Large thistle-like, golden yellow flowers; useful for cutting and showy in borders. July and August, 3½ feet.....	1.75	12.00
HARDY CHRYSANTHEMUMS.		
Autumn Glow. Rose crimson, large.....	1.75	12.00
Little Bob. Bronze button.....	1.75	12.00
Elkton. Profuse, very compact, multi-petaled flowers of dollar size, blush white, slightly tinged lavender	1.75	12.00
Eva. Dwarf pink.....	1.75	12.00
Field of Snow. Pure white button.....	1.75	12.00
Golden Queen. Yellow, large.....	1.75	12.00
Hilda Wells. Beautiful Tuscan red, shaded yellow at base of petals.....	1.75	12.00
Skibo. Showy, golden button Pompon.....	1.75	12.00
Victory. White, large.....	1.75	12.00
CHRYSANTHEMUM MAXIMUM (Giant Moon-penny or Shasta Daisies).		
Alaska. Extra large.....	1.50	10.00
Arcticum (Arctic Daisy). Among fall flowering perennials this is one of the best. It forms an attractive clump of dark green foliage, and in September multitudes of white flowers, slightly tinged rose or lilac, 2 inches wide. 2 to 2½ ft. Sept.-Nov.	1.75	12.00
King Edward VII. New. Vigorous grower; enormous white flowers.....	1.50	10.00
Perfecta. Highly recommended for cutting.....	1.50	10.00
CHELONE (Shell Flower). Handsome perennials growing about two feet high and bearing numerous spikes of large flower heads summer and fall.		
Lyoni. Heads of showy purplish-red flowers.....	1.50	10.00
CERASTIUM TOMENTOSUM ("Snow-in-Summer"). A carpet plant, with silvery foliage and white flowers	1.50	10.00

PLEASE NOTE: No order accepted for less than one dozen plants of a variety—A. B. C.



DELPHINIUM BELLADONNA. (Hardy Larkspur.)
Exceptional for Cut-flowers.

	Doz.	Per 100
COREOPSIS Delphinifolia — Larkspur Coreopsis. Very floriferous, with yellow flowers a little smaller and later than lanceolata.....	\$1.75	\$12.00
Lanceolata. A beautiful hardy border plant, grows 15-18 inches high and produces its bright yellow flowers in great profusion. By cutting off old flowers, will bloom until fall.....	1.50	10.00
DELPHINIUM (Perennial Larkspur). (See illustration.) Indispensable to the herbaceous garden. Their long showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.		
Belladonna. The most continuous blooming of all, never being out of bloom from June 1 until cut down by hard frost. The clear turquoise blue of its flowers is not equaled for delicacy and beauty by any other flowers. One-year.....	1.50	10.00
Special Forcing Grade.....	1.75	12.00
Select two-year-old clumps.....	2.10	14.00
Bellamosum. The dark blue form of the popular Belladonna. One-year	1.50	10.00
Special Forcing Grade.....	1.75	12.00
Select two-year clumps.....	2.10	14.00
English Hybrids. Unquestionably the finest strain of mixed hybrids ever offered. A grand assortment of single and double flowers. Colors ranging from lightest blue to purple, with flower spikes 2 feet long, 1-year.....	1.50	10.00
Select two-year-old clumps.....	2.10	14.00
DIANTHUS Barbatum (Sweet William). Old favorites, bearing their sweet, clove-scented flowers in the greatest profusion during May and June. They are indispensable for the edge of the hardy border and for cutting.		
Atro-Sanguineus. Blood-red	1.50	10.00
Copper Red. A new and rich color.....	1.50	10.00
Pink Beauty. Improved fine deep salmon pink color	1.50	10.00
Scarlet Beauty. Rich deep scarlet, bright green foliage, very fine.....	1.50	10.00
White Beauty. Pure white.....	1.50	10.00
DIANTHUS Deltoides. Maiden Pink. A dwarf variety with sprays of pink flowers; fine for rockery. 8 in.....	1.50	10.00
DELTOIDES Alba. A white form of the above....	1.50	10.00
Caesius (Cliff Pink). Flowers delicate rose color, fragrant	1.50	10.00
Erfurt. Dwarf double; mixed colors.....	1.50	10.00
Essex Witch. Bright pink.....	1.50	10.00
Her Majesty. Double white.....	1.75	12.00
Latifolius Atrococcineus fl. pl. (Everlasting Hybrid Sweet William.) Beautiful summer bedding variety producing masses of brilliant fiery crimson flowers all season.....	1.50	10.00
DIANTHUS Plumarius (Hardy Pinks).....	1.50	10.00
Plumarius fl. pl.	1.50	10.00
DIELYTRA, or DICENTRA. (See illustration.) A hardy perennial with heart-shaped, rose-colored flowers in drooping spikes. The base of the flower is furnished with two sheath-like spurs.		
Eximia (Plumy Bleeding Heart). A dwarf-growing sort, with beautiful, finely cut foliage and showy racemes of pretty pink flowers throughout the season	2.15	15.00
Spectabilis (Bleeding Heart, or Seal Flower). An old-fashioned favorite; its long racemes of graceful, heart-shaped pink flowers are always attractive. It is used largely for forcing. (Special forcing grade)	4.50	35.00
(Regular size for general planting).....	4.00	30.00

EXPENSE SMALL

The expense of Perennials is small—merely a nominal first cost—they live over Winter and bloom again every year increasing in abundance as time goes on



BLEEDING HEART

DICENTRA (DIELYTRA) SPECTABILIS

Grown as a pot plant this is a money maker for the Florist, especially so as an Easter or Mothers' Day offering

"JAY DEE" SAYS IN A RECENT NUMBER OF "THE AMERICAN FLORIST"

During a sojourn amongst the retail stores on Friday and Saturday of the past week, I was somewhat surprised to note the lack of this old favorite plant amongst the volume of roses, hydrangeas, etc., being shown especially so since the few pots of same offered were readily sold at from \$3.00 to \$4.00 each after being "dressed up" a bit. Upon examination I found that these plants were produced from two root formations which did not likely cost the grower more than 70c or 80c and since Dicentra can be readily brought into bloom in a few months' time I do not know of anything in the plant line that is more favored by the public and which will return a larger profit. Roots of the above are usually delivered in November and are stored in frames until February when they are potted up and carried in a temperature of 55 degrees. After starting into growth they require some considerable water.

"Bleeding Heart" is likewise a most desirable pot plant for Easter sales, however, for this day they should be potted up in January. It is suggested that you arrange now with your dealer to supply you with roots for delivery from 1926 crop. Do not, however, buy anything but large forcing stock. The small roots not infrequently supplied being only desirable for garden purposes, the plant being quite hardy when planted in well drained soil with a slight protection during winter season.

I might also say that in offering Dielytra for Easter or Mothers' Day sales and as a pot plant a good talking point is the fact after same has answered its purpose as a blooming plant it can be planted into the open to good advantage.

Selected Roots for Forcing
\$4.75 per doz., \$35.00 per 100

Strong Clumps for general planting
\$4.00 per doz.; \$30.00 per 100; 25 of either size at 100 rate.

	Doz.	Per 100
DIGITALIS (Foxglove). A grand display of thimble-shaped flowers in immense spikes during July and August. Tall growing with large rough foliage. Separate colors. White, rose and purple.....	\$1.50	\$10.00
Grandiflora (Golden Foxglove).....	1.50	10.00
Hybrida Lutzii . New.....	1.50	10.00
Maculata . Spotted, superba.....	1.50	10.00
The Shirley . New. Magnificent strain, enormous flowers, pure white to deepest rose.....	1.75	12.00
DORONICUM Excelsum . Leopard's Bane. Has large, yellow marguerite-like flowers, 2½ to 3 inches across, in early spring. 1½ to 2 ft. May, June.....	4.00	30.00
ECHINOPS Ritro . Metallic blue flowers; thistle-like foliage. 3 to 4 ft. July-Aug.....	1.75	12.00
ERYNGIUM (Sea Holly). Finely cut spiny foliage and thistle-like heads of flowers of a beautiful steel blue. Very decorative in the hardy border, and useful for dry bouquets in winter.		
Planum . The true blue thistle, with amethyst stems and bracts.....	1.50	10.00
ERIGERON GRANDIFLORUS Elatior. Bluish lilac.		
Hybridus Grandiflorus . Excellent cut flower.....	1.75	12.00
EUPATORIUM Ageratoides . Fine cut-flower; fall bloomer.....	1.50	10.00
Coelestinum . Simply covered with blue. Ageratum-like flowers in August and September. 2 feet. Fine for cutting.....	1.50	10.00
Fraseri . White flowers.....	1.50	10.00
EUPHORBIA Corollata (Flowering Spurge). A branchy low-growing plant with fine stems and foliage, literally covered from June to August with loose umbels of pretty white flowers. Good for cutting in long sprays, and one of the most charming mist-flowers to mix with bouquets of Larkspur.....	1.75	12.00
FUNKIA Undulata Variegata (Day Lily). Graceful green leaves having fluted white edge. Florists now cultivate these largely in the greenhouse as a pot plant since their beautiful decorative effect makes them particularly desirable for combining with blooming and other plants in the making up of show baskets, boxes, etc., at Easter time..	1.75	12.00
Caerulea . Long, nodding, deep blue flowers. Leaves green.....	1.50	10.00
Lanceolata . Valuable by reason of its late flowering, lilac flowers in September; 2 ft.....	1.50	10.00
GAILLARDIA Grandiflora (Blanket Flower). This is considered one of the most beautiful and desirable plants in cultivation, beginning to bloom in June they continue one mass the entire season. Base of petals are scarlet crimson, bordered golden yellow. A most beautiful combination. Fine for cutting.....	1.50	10.00
Grandiflora Copper-Red . A striking color.....	1.50	10.00
GEUM . Mrs. Bradshaw. Fine double scarlet flowers throughout summer and fall. 15 inches.....	1.75	12.00
GYPSOPHILA Paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light, feathery panicles, delicate foliage, fine for cutting, excellent for border or large rock gardens. July and August. Strong two-year-old roots.....	1.75	12.00

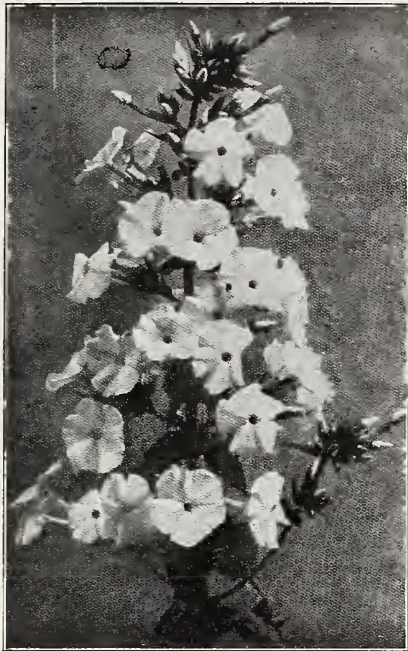
We supply a special grade of Delphinium, Belladonna and Bellamosum for forcing.

HARDY LILIES

SUCH AS

L. Auratum, L. Speciosum, Album, Rubrum, Magnificum, etc.

Provide excellent cut-flower material for use in conjunction with various hardy perennials.



PHLOX, MISS LINGARD. "The Cut-Flower Phlox."

Fritz Bahr, the well-known florist and horticultural writer, states in his book, "Commercial Floriculture" as follows: "If I had to name the one best Phlox for the florist, here it is. Every retail grower should have a few hundred plants to cut from." Per Doz., \$1.75; Per 100, \$12.00.

HEMEROCALLIS

	Doz.	Per 100
Flava (Lemon Lily). Crowned by beautiful lemon-colored flowers 3 to 4 inches in diameter, and delightfully fragrant	\$1.50	\$10.00
Thunbergi . Much like Flava, but flowers in July, a month later, and 6 to 10 inches of the upper portion of the flower scapes are thickened and flattened	1.50	10.00
Minor . Dwarf lemon yellow. First of June.....	1.50	10.00
HELENIUM Autumnale Superbum . Light yellow..	1.50	10.00
Hoopesi . Yellow	1.75	12.00
Riverton Gem . Old gold, changing to wallflower red. August and September. 4 feet.....	1.75	12.00
HOLLYHOCKS . We have this season a fine lot of strong, clean, healthy, vigorous one-year-old flowering plants of the finest strains under Double Pink, Double Red, Double White, Double Yellow, Maroon	1.50	10.00
New Allegheny . Immense semi-double flowers, with fringed edges.....	1.50	10.00
Single, Red, Pink, White	1.50	10.00
IBERIS, Sempervirens . Hardy Candytuft. Flowers white, 10 in. April-May.....	1.75	12.00
LATHYRUS (Hardy Everlasting Pea). One of the best and most desirable flowering hardy climbing plants, attractive both in flowers and foliage, growing to a height of 8 to 10 feet, and producing cluster of large flowers the entire summer; fine for cutting; lasting well.		
Alba . Pure white.....	1.50	10.00
Latifolius . Deep rosy-red	1.50	10.00
Rosea . Pink	1.50	10.00
LIATRIS Pycnostachya . Kansas Gay Feather. Purple. 4 to 5 ft. July-August. Provides an excellent cut-flower	1.75
LYCHNIS Viscaria Splendens . Spikes of handsome, double-red flowers on stems one foot high, blooms in June.....	1.50	10.00
Haageana . Brilliant orange-scarlet flowers in May and June. 12 inches.....	1.50	10.00
LYTHRUM Roseum Superbum . Shrubby perennial 2 to 5 feet, at its best in cool and moist location, although quite successful in the average border and among shrubs.....	1.75	12.00

MALLOW MARVELS. A giant race derived from the common native Hibiscus, which has elevated this type almost to the dignity of shrubs. Massed in great groups or generously interspersed with shrubs, these "Marvels" grow very rapidly, sometimes getting up to 8 or 10 feet in height, with plenty of broad foliage to furnish a rich setting for the mammoth flowers.

Moscheutos . Strong, one-year old.....	\$1.25	\$ 8.00
Crimson Eye . Strong, one-year-old.....	1.25	8.00
Marvel Mallows . In choicest mixture. Strong one-year-old	1.50	10.00
MONARDA Cambridge Scarlet (Bergamot). Brilliant crimson scarlet, showy plants growing from 2 to 3 feet high, succeeding in any soil or position, with aromatic foliage and producing their bright flowers during July and August.....	1.75	12.00
OENOTHERA Evening-Primrose. Frasierie . Erect habit, fine deep golden flowers.....	1.50	10.00
PACHYSANDRA Terminalis . One of the best ground covering plants, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen; thick, rubbery, lustrous dark green. It bears small spikes of light colored flowers during May and June.....	1.75	12.00
Polemonium Coeruleum	1.50	10.00
PAPAVER Orientale. Mrs. Perry . Apricot orange	2.15	15.00
Orientale. Scarlet	2.15	15.00
PENTSTEMON Barbatus Torreyi . (Beard Tongue.) Slender spikes of bright scarlet flowers. 4 feet. June-August	1.50	10.00
PHLOX . (See illustration.) Strong field grown.		
Baur's Pink . Bright deep pink. An improved "Sunset"	1.75	12.00
B. Compte . Deep, rich ox-blood red.....	1.75	12.00
Eclairer . Brilliant rosy magenta, white eye.....	1.75	12.00
M. P. Langier . Red.....	1.75	12.00
Mrs. Jenkins (tall). The best tall, early white for massing	1.75	12.00
Miss Lingard . Pearly white flower, with delicate pink eye. Very remarkable bloomer, producing two or three crops of flowers during the season; indispensable as a cut flower for florists' use....	1.75	12.00
Obergartner Wittig . Bright magenta with light halo and crimson eye. One of the best aureoles.	1.75	12.00

Early orders will, we believe, prove mutually advantageous.

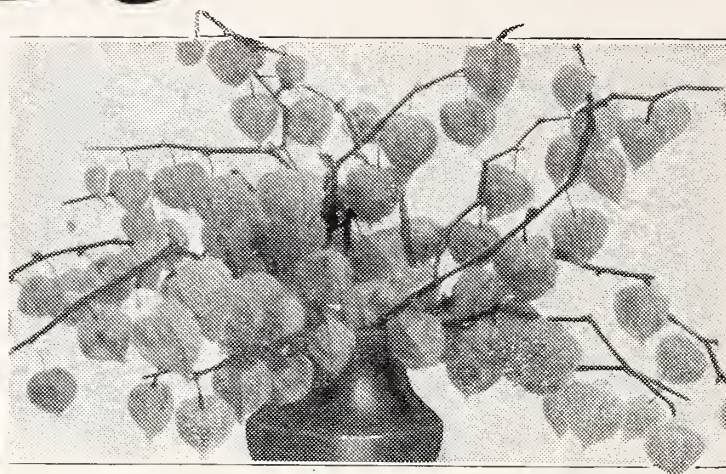
TRITOMA PFITZERI.

Tritoma "Red-hot Poker" blooms in August-September and is in a class by itself for decorative work, show window, basket filling, etc., Per doz., \$2.00; per 100, \$15.00.



Hardy Phlox (Continued)

	Doz.	Per 100
Professor Virchow (Medium). Bright carmine overlaid with orange-scarlet	\$1.75	\$12.00
Peach Blossoms. Delicate peach-blossom pink; dwarf	1.75	12.00
Rheinlander (Medium). Beautiful striking salmon-pink with individual flowers and trusses of very large size	1.75	12.00
Sieboldi. Crimson	1.75	12.00
Special French. Glowing pink. Mammoth trusses	1.75	12.00
Sunset. Deep pink.....	1.75	12.00
Van Lassburg. Pure white.....	1.75	12.00
PHLOX, Subulata (Moss Pink). The moss-like foliage covers the ground like a carpet; covered in April and May with a blanket of white or pink flowers.		
Alba. Pure white.....	1.50	10.00
Amoena. 4 in. high, bright pink.....	1.50	10.00
Lilacina. Soft lilac.....	1.50	10.00
Rosea. Bright pink.....	1.50	10.00
PHYSOSTEGIA Virginica (American Heather).		
Lavender pink	1.50	10.00
Alba. Pure white, very fine.....	1.50	10.00
Gigantea. New dwarf pink.....	1.75	12.00
PHYSALIS Francheti (Japanese Lantern Plant). An ornamental variety of the Winter Cherry, forming dense bushes about 2 feet high, producing freely its bright, orange-scarlet, lantern-like fruits	1.75	12.00
PLATYCODON Grandiflorum (Chinese Bellflower).		
June to September. Blue.....	1.50	10.00
Alba. White Bellflower.....	1.50	10.00
Mariesii. Large blue.....	1.50	10.00
Japonica fl. pl. from seeds.....	1.50	10.00
PYRETHRUM Hybridum (Painted Daisies). Red, white and pink mixed, blooms in June and July, a most beautiful hardy plant.....	1.75	12.00
Uliginosum (Giant Daisy).....	1.50	10.00
RANUNCULUS (Buttercup). Well-known double yellow buttercup, effective either as a cut flower or grouped in the hardy borders.		
Asiaticus. Flowers in May, variable in color, generally double in form.....	1.50	10.00
Repens fl. pl. A pretty, double-flowering, bright golden yellow buttercup; flowers in May and June	1.50	10.00
RUDBECKIA (Golden Glow). We question if any one hardy perennial plant has met greater popularity than this. It is a strong, robust grower, attaining a height of 5-6 feet and produces masses of double golden yellow Cactus Dahlia-like flowers from July to September.....	1.50	10.00
Newmanii (Black Eyed Susan). Dark orange yellow flowers, with deep purple cone, borne on stiff, wiry stems three feet high. July to September..	1.50	10.00
SALVIA Azurea (Meadow Sage). A Rocky Mountain species. Grows 3 to 4 feet high, producing during August and September pretty sky-blue flowers in the greatest profusion.....	1.50	10.00
Pitcheri. Rich gentian blue.....	2.50	18.00
SCABIOSA Caucasia (Pin Cushion Flower). Blue Bonnet. A soft and charming shade of lavender; commences to bloom in June.....	2.50	18.00
SPIRAEA Aruncus. A fine variety growing from 3 to 5 feet high, with long, feathery flowers in June and July.....	4.50	35.00
Chinensis. Large heads of silvery pink flowers...	3.50	25.00
Filipendula. Fern-like foliage with white flowers on stems 15 inches high. June and July.....	1.75	12.00
Ulmara Flora Plena (Meadow Sweet). One of the most useful hardy plants, grows about 3 feet high, and produces its double white flowers during June and July.....	1.75	12.00
STACHYS Lanata. Silver leaves.....	1.75	12.00
STATICE Latifolia (Sea Lavender). Grows 15 to 18 inches high with tufts or clumps of thick, leathery foliage and immense panicles of delicate blue flowers. Individual flowers very minute, similar		



JAPANESE LANTERNS (Physalis Francheti).

This wonderful decorative plant is easy to grow and multiplies rapidly. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermilion and are everlasting after drying. Introduced to horticulture from the Cape of Good Hope.

Single plants produce as many as thirty lanterns that sell readily in any flower market. They are beautiful for home decoration, being an everlasting.

We offer strong root divisions to mature the coming summer. Per 25, \$3.50; per 50, \$6.50; per 100, \$12.00.

	Doz.	Per 100
in form to the Forget-me-not, but made into heads 18 inches or more across. Provides an excellent cut-flower, either fresh or dried.....	\$1.75	\$12.00
STOKESIA Cyanea (Cornflower Aster). Large blue flowers. 4 inches in diameter. July-October. 1½ feet.....	1.50	10.00
THALICTRUM Aquilegifolium. Meadow Rue. Pure white. 1 to 3 ft. May-July.....	1.75	12.00
Adiantifolium. Leaves resemble Maidenhair fern. Yellow. 1 ft. June-July.....	1.75	12.00
TRITOMA (Pfizeri). (See illustration.) Red Hot Poker plant. Orange-scarlet. Aug.-Sept.....	2.00	15.00
VALERIANA Alba (Garden Heliotrope).....	1.50	10.00
Officialis (Hardy Garden Heliotrope). Light pink. 3 to 5 ft.....	1.50	10.00
Coccinea. Red	1.50	10.00
VERONICA Longifolia Subsessilis (Speedwell). A 2-foot border plant with attractive foliage of distinct character, a roughened bronze green. Flowers are borne abundantly during July and August in long compact spikes. Deep blue.....	1.75	12.00
Incana. Deep blue flowers with silvery foliage. 1 foot. July-August	1.75	12.00
Rupestris. Heavenly blue. Flowers earlier than above	1.75	12.00
Rupestris. Dwarf and spreading. Pink.....	1.75	12.00
Spicata. 18 inches. June and July. Long spikes of violet-blue flowers.....	1.75	12.00
VIOLETS. Gov. Herrick.....	1.75	12.00
Prince of Wales.....	1.75	12.00



GERMAN IRIS

Increase Rapidly in
Volume and Value.
Plant Freely of
Them

NAME	Per 10	Per 100
AMAS. Tall, bearded. S. rich blue, F. violet. 2 feet.	\$0.85	\$ 6.00
ARCHEVEQUE. New. S. deep purple violet; F. deep velvety violet; an unusual color, rarely found in Iris	1.65	13.50
BALCENG BLUE BEARD. White flaked pale blue. F. sulphur handsomely marked purple.	.60	4.50
BLUE JAY (Neglecta). S. bright clear blue; F. intense dark blue. Very attractive.	1.00	7.00
BUTTERFLY (Dwarf Bearded). Pale yellow, spotted brown; desirable dwarf.	.60	4.00
CHESTER HUNT (Pallida). S. celestial blue; F. dark marine blue, bordered pale blue, shaded at base; stigmas light blue.	1.30	9.00
DARIUS (Variegated). 26-in. Lemon yellow, F. amethyst with deep veining and yellow edge.	.75	5.00
ELDORADO (Squalens). 32-in. Fiery opalescent; F. old gold silhouetted with burnt purple.	1.10	7.00
FAIRY (Plicata). 36-in. S. and F. resemble sun-kissed snow outlined by the faint azure of the sky. The crests of the stigmas are a delicate lake blue. The tallest white.	.85	6.00
FLORENTINA (Silver King). Creamy white, faintly flushed lavender.	.75	5.00
GERMANICA. Very fine, early variety; F. dark blue, standard light blue.	1.10	7.00
HIAWATHA (Neglecta). Pale lavender flushed rose; F. royal purple bordered lavender.	1.30	9.00
JUNIATA (Variegated). S. and F. yellow, deeper than Dalmatica.	1.10	7.00
KOCHI. Tall bearded. S. and F. rich claret purple; very handsome.	1.10	7.00
LOHENGRIN (Pallida). 35-in. S. and F. pinkish silvery mauve shading to near white at the claw.	.75	5.00
LORELY (Variegated). 30-in. Breast of wild canary F. creamy white with purple reticulations blended into a velvety purple near the ends, which are margined with deep canary.	.75	5.00
MARY GARDEN (Squalens). S. pale yellow, flushed pale lavender; F. long drooping creamy white minutely dotted and veined maroon, stigma clear yellow.	1.60	13.50
MASSASOIT (Farr). S. and F. very distinct shade of metallic Venetian blue.	1.30	9.00
MISS E. EARDLEY (Variegated). 24-in. S. clear yellow; F. rich madder red with yellow edge.	.75	5.00
MONSIGNOR (Neglecta). 28-in. S. violet ray; F. clerical velvety purple crimson.	1.30	9.00
MME. CHEREAU (Plicata). 28-in. S. lavender pink, mottled all over; F. creamy white; center bordered with lavender pink.	.60	4.50

A Special Offering of Choicest Named Varieties, also Mixed (Note Low Prices)

EXPLANATION: "S" REFERS TO THE THREE STANDARD, OR UPRIGHT CURLING PETALS; "F" TO FALLS OR DROOPING PETALS

NAME	Per 10	Per 100
MRS. E. DARWIN (Amoena). 26-in. S. and F. satiny white with a little purple reticulation at the claw.	\$0.85	\$ 6.00
NAVAJO (Variegated). S. light bronzy yellow shading to lavender; F. deep maroon heavily veined white with yellow stigmas and deep orange beard.	1.30	9.00
NIBELUNGEN (Variegated). S. and F. yellow fawn color with violet fawn margin.	1.30	9.00
NOKOMIS (Amoena). S. pale lavender white; F. velvety dark violet-blue bordered white, medium sized flowers, tall growing, free bloomer.	1.30	9.00
ORIENTAL (Pallida). S. clear blue; F. rich royal blue with a heavy bright orange beard.	1.30	9.00
PARC DE NEUILLY (Pallida). 28-in. S. navy blue of reddish tinge with an ever-changing effect.	1.30	9.00
PARISIANA (Plicata). 28-in. S. lavender pink, mottled all over; F. creamy white, center heavily bordered with lavender pink.	1.30	9.00
PAULINE (Pallida). S. and F. unusually large, rich pansy violet, deep orange beard; fragrant.	.85	6.00
PERFECTION (Neglecta). 30-in. S. and F. lavender-pink, mottled all over; F. creamy white center heavily bordered with lavender pink.	.75	5.00
POCAHONTAS (Plicatum). Orchid type flower, with frilled petals. S. and F. pure white; standards faintly bordered with pale blue.	1.30	9.00
POWHATAN (Pallida). S. light bishop violet with deep horizontal spreading flowers.	1.30	9.00
PROSPER LAUGIER (Squalens). 30-in. S. fiery bronze; F. velvety ruby purple, like a pansy bloom. This new bronze variety outclasses them all, having a harmony of correctly blended colors.	1.30	9.00
QUAKER LADY (Squalens X Pallida). S. smoky lavender, with yellow shadings F. ageratum blue and old gold; stigmas yellow; yellow beard.	1.30	9.00
QUEEN ALEXANDRA (Squalens). 30-in. S. lavender; F. pale purple; unusual and scarce.	1.30	9.00
SANS SOUCI. Standard and falls fine yellow gold, mahogany brown.	.75	5.00
SHREWSBURY (Squalens). S. rosy bronze; F. violet-purple with lighter shadings. The conspicuous heavy orange beard forms a brilliant contrast with the other colors. A unique variety.	1.30	9.00
THE BRIDE. Standard and falls white. Primrose beard very large and handsome.	.60	4.50
TROJANA (Syn. Cypriana and Asiatica). Pale standards, very long, rich purple blue fall flowers, resemble Pallida but are larger and later flowering	1.30	9.00
VIOLACEA GRANDIFLORA (Pallida). 32-in. S. and F. fresh clear violet. Massive and blooms late. Desirable but not sufficiently appreciated.	.60	4.50
WALHALLA (Standard). Lavender. Falls wine red.	1.10	7.00
WYOMISSING (Amoena). S. creamy white suffused delicate soft rose; F. deep rose, flesh border.	1.30	9.00
MIXED IRIS. Unnamed varieties in mixed colors (\$25 per 1,000).	.60	4.00
SIBERIAN IRIS		
ORIENTALIS (Sibirica). 30-inch. S. and F., intense deep blue, narrow foliage, suitable for naturalizing.	.75	5.00
BEARDLESS IRIS		
SPURIA A. W. TATE (Syn. Longipetala Superba). Flowers a soft porcelain blue, with long, pale blue falls, with golden blotch at the base.	1.50	11.00
PSEUDACORUS. Tall, bright yellow. Fine for damp places, also does equally well in dry, sandy soil.	.75	5.00

Gladiolus "Virginia" is the sensational cut-flower variety of the year. (See Gladiolus pages in this book for illustration and prices.)

MISCELLANEOUS SPRING BULBS

AMARYLLIS
GIANT AMERICAN HYBRIDS

An exceptional strain of this easily cultivated bulbous plant, comprising all shades and colors. Per doz., \$4.00; per 100, \$25.00.

CALADIUM ESCULENTUM
(ELEPHANT'S EAR)

Much used for bordering Canna beds or subtropical plantings. Plants of these always find a ready sale.

	Per 100	Per 1000
5 to 7-inch circumference.....	\$ 3.50	\$30.00
7 to 9-inch circumference.....	5.50	50.00
9 to 11-inch circumference.....	10.00	
11 to 12-inch circumference.....	13.50	
12-inch circumference	17.50	

FANCY LEAVED CALADIUMS
TRUE BRAZILIAN

There are no finer colored foliage plants for summer use; splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line.

	Per 100
Assorted colors	\$20.00
Florida Grown. Regular standard types.....	15.00

CALLA ELLIOTTIANA

The glorious flowering plant for Easter. Color golden yellow. So cheerful and refreshing. Foliage "spotted" white. "Plant sells itself." A florist's window decoration of yellow Callas always creates a sensation.

	Per 100	Per 1000
2 to 2½-inch diameter and up.....	\$14.00	\$130.00

CINNAMON VINES

	Per 100	Per 1000
Fine for counter trade.....	\$4.00	\$35.00



LILY OF THE VALLEY

In clump form for garden or field planting



LILY OF THE VALLEY

LILY-OF-THE-VALLEY PIPS
A. B. C. "SUPREME" QUALITY

Our stock of these is imported direct by us from the foremost Lily of the Valley grower in Germany, and is of unsurpassed quality. We can supply these in cases of 100-250, 500-1000 and 2500 pips from cold storage, Chicago and New York.

Per 100 Pips.....	\$ 5.00
Per 250 Pips.....	10.00
Per 500 Pips.....	18.50
Per 1,000 Pips.....	35.00
Per 2,500 Pips.....	75.00

(Prices subject to change.)

Write for latest market quotations on quantity.

LILY OF THE VALLEY
IN "CLUMP FORM" FOR GARDEN OR FIELD PLANTING
(See illustration opposite.)

We have had grown by a Valley specialist a large quantity of Lily of the Valley in "clump form," each of which contains a plentiful supply of flowering pips. Especially recommended for selling to the public for garden planting as they will produce flowering results the first season. Price per doz., \$3.50; per 100, \$25.00. special price quoted for quantity.

TUBEROSES

We are among the largest handlers of these important florists' bulbs, and take special pains to have our stock kept healthy and true, and to reach us from our growers in perfect condition. Our strain of "Pearl" is the true large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

	Per 100	Per 1000
Double Pearl. 3 to 4-inch.....	\$2.25	\$18.00
Double Pearl. 4 to 6-inch, extra large.....	3.00	25.00
Single (Albino)	3.00	25.00

In order to obtain advantage of special low prices quoted on these pages, place your order now and we will make shipment at any time up to March 15th, 1927. Our storage facilities are the best.



DOUBLE LARGE FLOWERING TUBEROUS-ROOTED BEGONIAS

TUBEROUS-ROOTED BEGONIAS AND GLOXINIAS

“TRUE BELGIAN STRAIN”

Are Again Obtainable Especially in Large
Size Bulbs for Pot Culture

TUBEROUS-ROOTED BEGONIAS

FOR POT PLANTS AND BEDDING

Tuberous-Rooted, Single. Large blooming bulbs. Scarlet pink, crimson, yellow, salmon, white. Per 100, \$12.50.

Tuberous-Rooted, Double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink. Per 100, \$15.00.

GLOXINIAS

Exceptional for Pot Plants. Large blooming bulbs. Separate colors.
1¼ to 1½-inch\$18.00
1½ to 2 -inch 20.00
25 of any of above at 100 rate.

“For early flowering you plant the bulbs, or rather tubers, about January, in flats or sandy soil, barely covering the tops. Place on a propagating bench with a good bottom heat, or on the return pipes, and keep fairly moist—not soaking wet. As soon as growth appears, pot them up in 3½-in. pots and place in a 55-deg. house on a sunny bench. Such early started ones may flower for Easter, even if that day does come in April, and beautiful, attractive pans can be made up by using three or five plants to an 8-in. pan. For bedding purposes start about the early part of March and treat the same way, but during April and May carry the plants in an airy and rather cool house, to avoid a soft growth. Another batch can be started about April 1st, and the plants after being potted up, brought to a hotbed where later on the sashes can be removed and the plants hardened off.”

Previous to the United States embargo, Tuberous-rooted Begonias and Gloxinias were in the greatest favor as a pot plant, likewise for bedding in partially shaded situations; however, until the present American growers had not succeeded in producing sufficient stock of first quality to anywhere near supply the demand. One of our specialist growers has, however, now furnished us with a considerable number of both, and we might say that the quality is even superior to the majority of bulbs which were formerly imported from specialists in Belgium.



GLOXINIA, TRUE BELGIAN STRAIN

TRUE TO
NAME

Large Flowering CANNAS



CANNA, THE PRESIDENT.
The "Last Word" in Red-Flowering Green-Leaved Cannas

CANNAS LARGE FLOWERING
A.B.C. "Supreme Quality"

Strong 2 to 3 Eye Dormant Roots

With their delightful tropical foliage, and brilliant flower spikes produced all Summer long, Cannas are probably the greatest of all plants for the grounds of public parks, cemeteries, hospitals, etc., where massed effect is required, and to a lesser degree for the adornment, with other plants, for the beds and borders of private residences. Florists who cater to such a class of trade should have a good supply of started plants ready when the planting season commences. Our Cannas are grown by one of the most reliable southern growers, carefully harvested and divided with from two to three growing eyes.

This list comprises all the leading sorts wanted by the trade, healthy and true to name.

Red Shades, Green Foliage

	Per 100	Per 1000
Alphonse Bouvier. 5 feet. Rich variety red.....	\$3.50	\$30.00
Beaute Poitevine. 3½ feet. Deep crimson.....	3.50	30.00
Crimson Bedder. 3½ feet. Intense crimson.....	3.50	30.00
Chas. Henderson. 4 feet. Brilliant crimson, flame yellow throat.....	3.50	30.00
Louisiana. 6 feet. Vivid red.....	3.50	30.00
Pennsylvania. 6 feet. Scarlet, overlaid orange.....	3.50	30.00
Express. 2½ feet. Dwarf crimson.....	3.50	30.00
The President. 4 feet. Flaming scarlet. The best red.....	5.00	45.00
Wintzer's Colossal. Vivid scarlet.....	4.00	35.00

Variegated Flowers, Green Foliage

Kate Gray. 5 feet. Orange carmine, dotted yellow throat.....	\$3.50	\$30.00
Italia. 6 feet. Scarlet, edged yellow.....	3.50	30.00
Mme. Crozy. 3 feet. Scarlet, bordered yellow.....	3.50	30.00
Apricot. Buff-yellow and salmon-pink.....	5.00	40.00
Queen Charlotte. 3 feet. The center of the petal is a brilliant crimson-scarlet, shaded with crimson and bordered with a wide belt of gold. Foliage green..	3.50	30.00

Texas Grown "Roots That Qualify"
5 GRAND CANNAS That Stand Out Above All Others

Per 100 Per 1000

Apricot. 4 feet. The color is a buff-yellow base over-spread with salmon-pink, making a mass effect of rich apricot. The chief characteristic of this flower is its marvelous durability, for it stands heavy rain and hot sun better than any other Canna we know. We recommend it highly.....	\$5.00	\$40.00
King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. It is a cross between the orchid-flowering and the French, or Crozy type, combining the large flowers of the one with the free-blooming character of the other, with handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. (Scarce crop; very short).....	5.00	45.00
Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 ft. (crop short).....	6.50	60.00
The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. It is an offspring of the famous Firebird. The President leads the red varieties in the quality and also the quantity of its bloom. The flowers are 7 inches across; the individual petals are firm and long standing, and do not burn, and the trusses stand up stiff on strong stems. The foliage is rich green and burn-proof in the hottest weather. (Crop short).....	5.00	45.00
Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Has the same habit of growth as its parent; foliage a very dark green, with flowers measuring 5 to 7 in. across; individual petals measuring 3 to 3½ in. in diameter. Flower a deep rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment.....	5.00	45.00

Various Colors, Bronze Foliage

Ambassador. Brilliant cherry red, bronze foliage 4 ft.....	\$8.50	\$80.00
Wm. Saunders. Brilliant scarlet; bronze foliage....	3.50	30.00
Brandywine. 3½ feet. Wine red.....	3.50	30.00
King Humbert. Scarlet, the great favorite.....	5.00	45.00
Shenandoah. 4 feet. Salmon-pink.....	3.50	30.00
Mrs. Woodrow Wilson. 4 feet. Soft carmine pink flowers large.....	5.00	45.00
Wyoming. Beautiful orange.....	3.50	30.00

Pink Shades, Green Foliage

City of Portland. Deep pink. Green foliage 3½ feet. Extra good flower. Does not fade.....	\$8.50	\$80.00
Mme. Berat. 4 feet. Rose-pink.....	3.50	30.00
Hungaria. 3½ feet. La France pink.....	8.00	75.00
Mrs. Alfred Conard. Salmon-pink.....	6.50	60.00
Venus. Rosy pink, bordered creamy yellow.....	3.50	30.00

Yellow Shades, Green Foliage

Florence Vaughan. 5 feet. Yellow, spotted crimson.....	\$3.50	\$30.00
Gladiator. 4½ feet. Golden yellow, dotted crimson...	3.50	30.00
Gustave Gumpfer. Yellow.....	3.50	30.00
Indiana. Rich golden orange.....	3.50	30.00
Orange Bedder. Green foliage. Bright orange with just enough scarlet suffusion to intensify the dazzling mass of color. A very free bloomer. 4 feet.....	5.50	50.00
Richard Wallace. Canary-yellow.....	3.50	30.00
Yellow King Humbert. 4 feet. Deep rich yellow, spotted bright red.....	5.00	45.00

White Shades, Green Foliage

Eureka. 4 feet. The best white.....	\$5.00	\$45.00
Imp. Mont Blanc. 3½ ft. One of best white Cannas. 4.50	4.50	40.00



TYPE OF CACTUS DAHLIA
(One-half natural size)

DAHLIAS

A selected list of varieties especially recommended for cut-flowers.
Equally desirable for garden show. All supplied
in strong dormant root divisions.
True to name.

Jersey's Beauty (Decorative), a true decorative flower of real merit, excellent formation, strong, straight, stiff stems, large in size, good depth and good keeper; color, a beautiful clear rose-pink—a cut-flower variety without a peer. If you have room for but a few dahlias don't fail to include this unusually desirable sort.

Price, each, \$1.50; per doz., \$17.50.

	Each	Dozen	Per 100
A. D. LIVONI. Show—Soft pink free bloomer.	\$0.17	\$1.75	\$12.00
AMUN RA. Decorative—In a class by itself, in form and color it is a tropical setting sun, colors include copper, orange and amber....	.85	9.00	55.00
AURORA B. Decorative—Fine flower on splendid wiry stems; color reddish purple with white collar of tiny petals between the layers	.60	5.50	40.00
AUTUMN GLORY. Decorative—A soft golden terra cotta, rich and pleasing.....	.17	1.75	12.00
AZALEA. Decorative—Soft creamy yellow, outer petals tinted pink.....	.60	5.50	40.00
BARON SCHROEDER. Decorative—Rich glowing purple16	1.40	10.00
CLARA BELL. Decorative—This is a rich rosy purple16	1.40	10.00
COUNTRESS OF LONSDALE. Cactus, deep salmon pink28	3.00	20.00
C. W. BRUTON. Decorative—Canary yellow..	.16	1.40	10.00
DARLENE. Decorative—Claimed to be florists' most promising dahlia, and we can vouch for this. Beautiful shade of shell pink with blending of white at center.....	.22	2.35	17.00
DELICE. Decorative—Bright pink suffused lavender22	2.35	17.00
DOROTHY FLINT. Decorative — Beautiful salmon pink, striped yellow.....	.55	4.50	28.00
DOROTHY PEACOCK. Show—Pink shading, lighter pink towards center.....	.22	2.25	17.00
DR. TEVIS. Decorative—Salmon rose, old gold and apricot55	4.50	28.00
DR. KUYPER. Peony—Color rich orange, a strong grower17	1.75	12.00
EVENTIDE. Decorative—White, tipped blush	.16	1.40	10.00
FRANK WALKER. Decorative — Beautiful shade of deep lavender pink; splendid cut flower variety for retail florists.....	.17	1.75	12.00

	Each	Dozen	Per 100
F. R. AUSTIN. Peony—Outer petals creamy yellow, suffused, banded and shaded with rich crimson inner petals, yellow at base, tinting lighter and suffused pink and crimson.....	\$0.17	\$1.75	\$12.00
FRAU G. SCHEIFF. Decorative—An exquisite blending of apricot, orange and yellow.....	.55	4.50	28.00
GOLDEN GATE. Cactus—Color, bright golden yellow22	2.35	17.00
INSULINDE. Decorative—Very fine, large flower on good stems, color deep gold, with bronze suffusion60	5.50	40.00
JACK ROSE. Decorative—Brilliant crimson...	.16	1.40	10.00
JEAN CHAZOT. Hybrid cactus—Color a beautiful golden bronze with slight suffusion of nasturtium red60	5.50	40.00
JEAN KERR. Decorative—White.....	.60	5.50	40.00
JOHN CHURCHILL. Peony—Reddish salmon pink55	4.50	28.00
JUDGE MAREAN. Decorative—Color, beautiful combination of glowing salmon pink, red orange, yellow and purple gold.....	1.10	11.50	85.00
KITTY DUNLAP. Decorative — American Beauty shade60	5.50	40.00
KLEIN DOMITEA. Pompon—A beautiful autumn shade. In great demand in retail stores in general due to its wonderful use for basket work, table decorations, etc.....	.16	1.40	10.00
LATONA. Peony—Orange, buff yellow.....	.55	4.50	28.00
KRIEMHILDE. Cactus—Delicate pink shading to white in center.....	.18	1.85	14.00
LE GRAND MANITOU. Decorative—White splashed and blotched deep violet purple....	.22	2.35	17.00
LEO XIII. Decorative—This is a beautiful deep yellow55	4.50	28.00
MADONNA. Peony—White, tinted lavender pink17	1.75	12.00

Plant Gladiolus "Virginia" for Cut-Flowers

DAHLIAS

(CONTINUED)

The dahlias listed on these pages are produced by a specialist who prides himself on cultivating only varieties that "stand out," particularly for cut-flowers.

Excerpt from Florists' Exchange

DAHLIA JERSEY'S BEAUTY WINS AWARD

Dahlia Jersey's Beauty, after trial at the R. H. S. Gardens at Wisley, England, this season, has been granted the joint award of merit by the R. H. S. and National Dahlia Society. This variety apparently was the only American sort to gain the award.



TYPE OF DECORATIVE DAHLIA
(One-half natural size)

	Each Dozen Per 100		
MAUD ADAMS. Show—Color pure snowy white overlaid with pink. This indeed is a wonderful variety and one that no retail florist can do without. From a retail standpoint this is a real money maker and has first consideration on account of its pleasing color and blooming qualities.....	\$0.22	\$2.35	\$17.00
MANITOU. Decorative—Color amber bronze with a distinct shading of pink.....	.22	2.35	17.00
MARGARET BOUCHON. Cactus — Color bright, lively pink; splendid in form and color22	2.35	17.00
MILLIE ROGERS. Decorative—Old gold to amber55	4.50	28.00
MINNIE McCULLOUGH. Decorative—Golden yellow, tipped bronze.....	.16	1.40	10.00
MINA BURGLE. Decorative—Scarlet.....	.22	2.35	17.00
MRS. JOHN BOWMAN. Colossal—The color is an exquisite shade of deep golden yellow with reverse of the petals slightly tinted magenta40	4.00	22.00
MRS. H. C. DRESSELHUIS. Decorative—A beautiful soft pink, overlaid white. Can recommend this very highly for the retail florist60	5.50	40.00
MRS. JOS. LUCAS. Single—Yellow overlaid bronzy scarlet, lightened, suffused and edged salmon rose16	1.40	10.00
OREGON BEAUTY. Decorative—Scarlet....	.18	1.85	14.00
PAUL MICHAEL. Decorative—Old gold, full and deep, one of the most exquisite of the autumn shades60	5.50	40.00
PATRICK O'MARA. Autumn shade, claimed to be improvement over King of Autumn....	.40	4.00	22.00
PRIDE OF CALIFORNIA. Decorative—Color crimson red with dark full center.....	.22	2.35	17.00
PRINCESS VICTORIA. Show—Good yellow16	1.40	10.00
PINK ABUNDANCE. Cactus—Mallow pink, white shadings60	5.50	40.00
QUEEN MARY. Decorative—Soft pink.....	.17	1.75	12.00
ROTARIAN. Decorative—Violet maroon of large size, very rich and soft.....	.60	5.50	40.00

	Each Dozen Per 100		
RUTH FORBES. Hybrid Cactus—Color good mauve pink	\$0.22	\$2.35	\$17.00
SHANNON. Decorative—Autumn shades.....	.60	5.50	40.00
SOUV. DE GUSTAV DOAZON. Decorative —Color a pleasing shade of orange red. It is a vigorous grower, foliage heavy green...	.18	1.85	14.00
STORM KING. Show—Best white, free bloomer16	1.40	10.00
SUNDOWN. Peony—Color orange yellow and pink, produces large flowers, splendid keeping qualities60	5.50	40.00
SUSAN. Decorative—Color flesh-pink.....	.16	1.40	10.00
SYLVIA. Decorative—White, edged pink. One of the most desirable for florists.....	.16	1.40	10.00
TILLAMOOK. Colossal—Blush shaded to pink tips17	1.75	12.00
VELMARY. Decorative—Primrose to gold center, overlaid pink.....	.55	4.50	28.00
WM. GUDE. Decorative—Pure white.....	.16	1.40	10.00
WM. STARK SMITH. Decorative—Beautiful golden yellow artistically striped and splashed scarlet55	4.50	28.00
WM. AGNEW. Decorative—Beautiful fiery scarlet16	1.40	10.00
WM. SLOCOMBE. Decorative—Yellow martinus, yellow center.....	.60	5.50	40.00
ZEBRA. Show—Pearl white, edged pink.....	.16	1.40	10.00
ZEPPLIN. Peony—Violet mauve, silvery suffusion17	1.75	12.00
DOUBLE LARGE FLOWERING			
DAHLIAS UNDER COLOR—			
Various shades of red.....	..	1.25	8.00
Various shades of yellow.....	..	1.50	10.00
Various shades of purple.....	..	1.25	8.00
White	1.50	10.00
Variegated	1.50	10.00
Maroon and dark shades.....	..	1.25	8.00
Pink shades	1.50	10.00
Mixed dahlias.....	\$65.00 per 1000	..	1.25 8.00

Peony and Cactus Types of Dahlias Seemingly Are Taking the Lead for Cut-Flowers

AMERICAN GROWN

FREESIAS

Freesia Purity—Improved

We believe we are the largest handlers of high-grade Purity Freesia bulbs in America. All our fields are thoroughly examined during their growing stage by members of the firm to insure our customers the best the crops can produce. We can deliver Freesia bulbs early enough to enable you to get them in bloom for Christmas, if properly handled. Our bulbs are not grown in the wet districts of California, but are properly watered by irrigation. They are all grown near Los Angeles, which florists in California recognize as the best place to grow high-grade bulbs. The fact that we sell quantities in California of our own growing is evidence that florists know where the best quality is produced. Bulbs offered in the following sizes:

Per 1000

Improved Purity, 1/2-5/8.....	} WRITE FOR PRICE
Improved Purity, 5/8-3/4.....	
Improved Purity, 3/4-7/8.....	
Improved Purity, 7/8-1.....	

What a prominent grower says about A. B. C. Improved Purity Freesias who buy from us two hundred thousand yearly:

"At this time when the Freesias are practically through blooming, I must write you that we are now convinced thoroughly that the Freesia bulbs you handle are the best. This year our tests from six different growers proved very plainly the superiority of your bulbs. My entire Freesia order will be mailed you soon."

Colored Freesias of Merit

Pershing—Lavender Pink	} WRITE FOR PRICE
Pershing, 1/2-5/8	
Pershing, 5/8	
California—Golden Yellow	
California, 1/2-5/8	
California, 5/8	
J. Michaelson, 5/8	
Deep Rose Pink.....	
Splendens—Beautiful Lilac	
Aurora—Orange Yellow	
Olivette—Bright Carmine Red, 5/8.....	
Marc. Peters, 5/8	
Blotched Orange and Yellow.....	
Carrie Budau, 5/8	
Lavender Pink	
Buttercup—Beautiful Large Yellow, new.....	
Carmencita—Light Orange Salmon.....	

IMPORTANT NOTE

The bulbs which we deliver to you are produced for us by one grower to assure a fixed strain of the best quality. It is important that you do not receive mixed lots from many growers.—A. B. C.



FREESIAS—A. B. C. Improved Large-Flowering "Purity"

Grow More Freesias

"There is hardly any other flower that the florist, particularly the retail grower, handles during the Winter and early Spring months as useful as the Freesias. Whether you have to fill an order for a bride's shower bouquet, a corsage, a funeral design, a spray, a basket for the table or a box to go to the sick room, Freesias are most appropriate; nor can you mention any flower that they won't go with. They can be had in flower from Christmas to Easter, and among the crops it pays even the small grower to handle; they hold first place."

FREESIAS—For December Flowering

"'Freesias.' That sounds like the approach of Fall and Winter; and that is exactly what we have to look forward to and to prepare for. The first batch of Freesias should be planted during July if blooms are desired toward the end of December, and only large sized bulbs should be used for this purpose. Freesias cannot be forced so as to get them in extra early, but matters can be helped along by using large bulbs. Grow these in pots or pans, allowing not less than one inch of space between the bulbs. During October, November and December, allow the plants to have a sunny bench in a carnation house. Up to October, carry the plants outdoors in a cold frame, while freshly potted bulbs should be shaded; as soon as growth is under way, permit them to have full sunlight. Why not order your requirements in the way of bulbs now? It is a poor policy to commence looking around for bulbs when ready to plant them out."—From writings of Fritz Bahr, noted horticulturist, in the Florists' Exchange.

Gladiolus for Forcing

AND FIELD CULTURE

For greenhouse forcing, we can make delivery during the months of December, January, February, as desired. We grow our own bulbs under contract with specialists, and we can supply all of the leading varieties as well as novelties. Our usual output is eight million Gladiolus bulbs per year. We suggest early orders for shipment as desired.

Curing

Curing Gladioli is one of the most important items in the handling of the bulbs. We have the proper facilities, adapted from the method now used in Holland in preparing Hyacinths, and which enables us to make early delivery for planting under glass.

"Out of Luck"

The Florists' Review, August 21, 1924, issue, said editorially: "It begins to look as if the grower who has clung to the older varieties of Gladioli is out of luck. If the action of the cut flower market is an indication, only the newer and better varieties will be in demand for next planting season."

The above prediction has become prominently true. The newer and better varieties are truly now the vogue.—A.B.C.

Kunder's "Scarlet Princess"

RENAMED IN CALIFORNIA

"VIRGINIA"

Is the outstanding Cut Flower Variety
of the day.

SEE NEXT PAGE

EARLY ORDERS
FOR
GLADIOLUS
BULBS
WILL
WE BELIEVE
PROVE
MUTUALLY
ADVANTAGEOUS.
WE SHIP WHEN
YOU WANT
THEM

WONDERFULLY
PRODUCTIVE

THE FOLLOWING NAMED VARIETIES, VIZ.: ALICE TIPLADY, MAIDEN BLUSH AND ROSE LUISANTE, USUALLY PRODUCE TWO TO THREE SPIKES FROM 1¼ INCH SIZE BULBS. (SEE FOLLOWING PAGE.)

The "Last Word" in Cut-Flower

GLADIOLUS

"CALIFORNIA VIRGINIA"

"California Virginia" originated by the Dean of Gladiolus Hybridizers, Mr. A. E. Kunderd, Goshen, Indiana, and named by him "Scarlet Princesps," re-named "Virginia" in California.

No Gladiolus we believe has created such a sensation since the introduction of "Mrs. Frank Pendleton," likewise originated by Mr. A. E. Kunderd.

INTRODUCED BY

Mr. A. E. Kunderd, known to Gladiolus lovers the world over as the "wizard" in originating what are probably the choicest varieties of Gladiolus in existence today, both from the standpoint of commercial cut-flower value, as well as garden decorative quality.

In the year of 1917, Mr. A. E. Kunderd originated and catalogued "Scarlet Princesps," now known in California as "Virginia," a variety of outstanding merit and having wonderful keeping qualities; its beautiful color resembles a good, dark Premier rose, the flowers being well formed on the stem. This immediately became the sensational Gladiolus of the country. Every one who saw Scarlet Princesps wanted stock of it, and the same found ready buyers at \$5.00 per bulb.

To mention further qualifications regarding this variety, we might add that our Mr. Miller when visiting Mr. A. E. Kunderd in Goshen, Indiana, four years ago, brought to Chicago a collection of Gladiolus blooms presented to him by Mr. Kunderd, and amongst these flowers was the variety "Scarlet Princesps." Several prominent retailers here in Chicago, who were shown this exceptional sort, invariably wanted a supply immediately, but unfortunately, Mr. Kunderd had only a few of the same which were needed for his retail trade, so we considered ourselves fortunate indeed in finding this variety in California, altho under a different name, and it is now the most outstanding Gladiolus in commercial use. It forces in the greenhouse 100%. Its distinct light red color, with strong stems, and a mass of flowers, six or more blooms opening at one time, makes it everything desired in a good Gladiolus and we congratulate Mr. A. E. Kunderd, the originator, for bringing forth this exceptionally fine sort and to enable florists to possess planting stock at a reasonable price.

The American Gladiolus Society in their Official bulletin, October, 1923, issue, give the following explanation:

"SCARLET PRINCESPS"

vs.

"POOLEY'S VIRGINIA"

"For several years there seems to have been a controversy over two varieties of Gladiolus; viz., 'Scarlet Princesps,' originated by A. E. Kunderd, and 'Virginia,' introduced by A. W. Pooley.

"In order that this question might be settled, last year we procured from A. E. Kunderd fifty bulbs of 'Scarlet Princesps' and also fifty bulbs of 'Virginia' from A. W. Pooley. These bulbs were all of the same size, and were planted in the A. G. S. Exhibition Gardens, side by side, and carefully watched. The date of planting, even to the hour, was the same. The germination, or sprouting, the foliage, the height, the length of spike, and the flowers themselves were carefully watched, and opinions were asked of many who visited the gardens. In each instance there could be no difference whatsoever found between the two flowers."

We, therefore, think that this question is now settled for all time, and that "Scarlet Princesps" and Pooley's "Virginia" are synonymous. The credit should be given to A. E. Kunderd, as originator.

Mr. A. E. Kunderd has introduced varieties that are now standard in the cut-flower trade, a few of which are as follows:

Alice Tiplady
1910 Rose
Rose Glory
Mona Lisa

Dr. Norton
A. E. Shaylor
Mrs. Frank Pendleton
Remembrance

also many hundred varieties which stand out as the foremost Gladioli, now being grown all over the world.

We recommend that every florist purchase at least a few thousand "California Virginia" and they will, we believe, recognize its beauty, and join with us in congratulating Mr. A. E. Kunderd, the originator.

We offer for this season size 1½" and up at \$55.00 per 1,000; size 1¼" to 1½" at \$50.00 per 1,000; size 1" to 1¼" at \$45.00 per 1,000.

AMERICAN BULB COMPANY

Chicago and New York

Plant Freely of Dahlia, "Jersey's Beauty" for Cut-Flowers.



E. J. SHAYLOR

An outstanding cut-flower variety and one you should have.

	1½-in. up		1¼-1½-in.
Per	Per	Per	Per
100	1000	100	1000

AUTUMN QUEEN. Color cream-yellow, upper petals suffused with peach blossom pink; lower petals striped carmine-red; when planted late opens full and wide in autumn.....	\$2.85	\$25.00	\$2.65	\$23.00
ARLON (Prim.) . Very large, wide petaled flower of light salmon. Showy...	3.60	32.00	3.35	30.00
BARON J. HULOT. The best deep blue; deep violet-blue with many open flowers on tall spike.....	5.00	45.00	4.65	42.00
BRENCHLEYENSIS. Bright red. Tall grower of a striking red color, a choice cut flower and ideal for landscape work	2.85	25.00	2.35	20.00
BYRON L. SMITH. Lavender on white ground; exceptional for cut flowers..	5.50	50.00	5.00	45.00
CHICAGO WHITE. A fine white variety with lavender stripes on lower petals. From seven to eight flowers open at one time. Good forcer, one of the best whites.....	2.15	18.00	1.90	16.00
DAINTY BLOSSOM. Tall, slender, graceful plant. White faintly blushed. Placed on stem like primulinus.....	4.00	35.00	3.65	32.00
DAISY RAND. Deep salmon pink over white ground	4.50	40.00	4.00	35.00
DR. NORTON. The finest cream and pink; the sensation amongst the newer Gladioli shown at the American Gladiolus Society's show, and awarded the highest honors; a variety that is really in a class by itself; exceptionally fine for cut flowers.....	4.50	40.00	4.00	36.00
DUCHESS OF YORK. A seedling of the well known Baron J. Hulot, has the same habit but the flowers are much larger and of a more beautiful purple-blue color. We think very highly of this grand variety.....	6.50	60.00	6.00	55.00
EARLY SUNRISE. Large-flowering Gladiolus; salmon-red; a favorite for indoor forcing in California and much thought of in the Chicago market....	5.00	45.00	4.50	40.00
EVELYN KIRTLAND. Conceded to be the most beautiful, brilliant Gladiolus in existence. The color is a beautiful shade of rosy pink, shading to light pink toward the center, with brilliant blotches of scarlet on lower petals. The whole flower overlaid with a glistening luster that serves to harmonize the varied coloring.....	4.25	38.00	4.00	35.00

E. J. SHAYLOR [See Illustration Opposite]

A beautiful deep rose-pink; slightly ruffled; has created the greatest sensation during the past years, wherever shown. Was awarded certificate of merit by the Royal Horticultural Society of England, Aug. 10, 1920. One of the very best forcers; brought the highest price of any variety in the Chicago market last season; in a class by itself. 1½ in. up, per 100, \$4.15; per 1000, \$37.00; 1¼-1½ in. per 100, \$4.00; per 1000, \$35.00.

FAERIE. Major petals creamy pink splashed with a darker tone; lower petals lemon yellow with fine lines of crimson and lipped with soft pink; spike tall and straight; a fine variety.	\$5.50	\$50.00	\$5.00	\$45.00
FLAMING SWORD. A variety that is coming to the front very fast, of brilliant red color, opens well and comes into flower very early. We can recommend this sort very highly.....	8.00	75.00	7.50	70.00

	1½-in. up		1¼-1½-in.	
	Per	Per	Per	Per
	100	1000	100	1000
AMERICA. A larger number is forced for winter flowers than any other variety. Color, soft lavender-pink. More flowers are open at one time on the symmetrical spike of this Gladiolus than any other we know of. The standard commercial pink.....				
	\$1.85	\$16.00	\$1.65	\$14.00
ARIZONA. Rose-pink; dark crimson blotch; grows erect, flowers beautifully placed. Early, good forcer, admired equally as much as Pendleton..				
	3.10	27.00	2.85	25.00
ALICE TIPLADY (Prim.) . Rich orange; extra fine, a great favorite; about 50 per cent produce two flowers				
	4.00	35.00	3.70	32.00
ANNA EBERIUS. A little different in color from anything on the market. Dark velvety plum rose, throat deeper shade. This is a color combination that florists have been hoping for; it harmonizes well in most all kinds of floral work				
	4.50	40.00	4.25	38.00

Early Orders for Gladiolus Will, We Believe, Prove Mutually Advantageous

	1½-in. up		1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
FLORA. Beautiful golden yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to Schwaben.....	\$4.50	\$40.00	\$4.25	\$38.00
GLORY OF KENNERMERLAND. Rich, deep rose, golden yellow blotch on throat	3.40	30.00	3.10	27.00
GRETCHEN ZANG. The blooms are of pink, blending into scarlet on lower petals, a color much wanted.....	4.50	40.00	3.90	35.00
GENERAL JOFFRE. Scarlet red slightly mottled deeper scarlet; earlier than exceptional red variety War....	8.50	80.00	8.00	75.00
GOLDEN MEASURE. Golden yellow, extra large flowers on a tall spike; the largest and best yellow.....	7.00	65.00	6.50	60.00
GOV. HANLEY. Tall, showy. Early. Rich cardinal-red with deep throat; a first-class bedding and cut flower variety	4.70	42.00	4.30	38.00
HELEN FRANKLIN. Pure white with violet stripes on lower petals; slightly ruffled; a great favorite in New England; admired wherever exhibited; good forcer	4.00	35.00	3.40	30.00
HALLEY. A most attractive early blooming sort, with large, well-opened flowers of delicate salmon-pink; flowers well placed on long, graceful spikes; a most beautiful variety. Early, good forcer	2.60	22.00	2.20	18.00
HERADA. Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower..	3.90	35.00	3.35	30.00
IDA VAN. Orange-red of brilliant tint; flowers large and wide open; six to eight out at one time; spike straight and strong; showy, attractive and beautiful	3.40	30.00	2.85	25.00
JOE COLEMAN. Very large and vigorous; rich red, one of the finest ruffled varieties	4.50	40.00	3.85	35.00
KITTY GRULLEMANS (Prim.). Large ruffled flowers, light yellow, edge of petals soft orange.....	5.50	50.00	5.00	45.00
L'IMMACULEE. Pure white, long spike of many flowers open at one time; very early; one of the best of the white varieties	4.20	37.00	3.90	35.00
LE MARECHAL FOCH. Beautiful shade of light pink; flowers twice as large as America; one of the earliest blooms, blooms the same time as Halley and Wilbrinck; a Holland production	2.85	25.00	2.50	22.00
LILY WHITE. An extremely fine novelty; early, pure white flower; rapid multiplier	3.35	30.00	2.85	25.00
LOUISE. The showiest of all Gladioli; wherever shown meets with favor; distinct in form; clear, pure lavender; a blotch of velvet red towards center; resembles the orchids grown by leading florists; this is one variety that differs from all others; big flower; free grower; this variety is in a class by itself..	5.00	45.00	4.60	42.00
LENA GRAETZ. Very meritorious as a cut flower, almost pure white.....	3.85	35.00	3.50	32.00
MRS. O. W. HALLADAY. Delicate pink, yellow throat, one of the best for florists	4.35	40.00	3.85	35.00
MISS EDITH CAVELL. Pure white with small violet stripes; first-class certificate Haarlem	4.50	40.00	4.10	37.00



MRS. F. C. PETERS
One of the recent introductions that have become extremely popular for cut-flowers.

	1½-in. up		1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
MRS. WATT. Glowing American Beauty shade of wine-red; self-color; well opened flower, nearly all flowers open at one time; spike very erect and not too stiff; very distinct variety; created a good deal of comment at recent exhibitions	\$3.90	\$35.00	\$3.35	\$30.00
MAIDEN'S BLUSH (Hybrid). Exquisite blush-pink; flowers finely formed on long straight stems; free flowering; about 50 per cent produce two flowers..	2.85	25.00	2.60	22.00
MRS. W. E. FREYER. Scarlet self-color; very large flower.....	4.50	40.00	4.00	35.00
MYRTLE. The most beautiful pink yet introduced; clearest dainty ruffled rose-pink, softly dissolving into a throat of clear creamy white; early flowering; distinctive in form and color and of good size; Myrtle stands among the elite of "Wizard" Kunderd's many exquisite productions....	5.50	50.00	4.90	45.00
MYRA (Hybrid). Large flowering; deep salmon, yellow throated; early, good forcer	4.10	37.00	3.90	35.00

"Virginia," a Forcing Gladiolus of Exceptional Merit



MRS. FRANK PENDLETON

This exceptional variety, has, we might say, placed Gladioli "on the map" from a cut flower standpoint. (Note low price allowable because of plentiful supply.) One of the "highlights" in forcing varieties as well as being exceptional for outdoor culture.

1½-in. up		1¼-1½-in.	
Per	Per	Per	Per
100	1000	100	1000

MARY FENNEL. One of the patricians of the garden; beautiful light lavender flowers on a tall, slender spike; lower petals primrose yellow with penciling of lavender; perfectly exquisite and distinct; especially recommended.	\$3.90	\$35.00	\$3.60	\$32.00
MARY PICKFORD. Delicate creamy white, throat of finest sulphur yellow.	5.50	50.00	5.00	45.00
MRS. FRANCIS KING. Could we grow but a few varieties, Mrs. Francis King would be one of them; a beautiful "Besnard shade" of flame-pink; flowers of giant size on a spike growing four feet high, with from 18 to 20 flowers, six to eight open at one time; a magnificent variety.	2.85	25.00	2.50	22.50
MRS. FRANK PENDLETON. The sensational beauty, winner of awards and prizes everywhere; the petals show beautiful rose-pink on a pure white ground, contrasting in a most striking way with the deep, rich, velvety blood-red blotch on the lower petals; as showy as an orchid; the most perfect and delicate coloring is produced when spikes are cut and carried indoors as soon as the first blossoms open; no grander variety in existence.	2.85	25.00	2.60	22.50

	1½-in. up		1¼-1½-in.	
	Per	Per	Per	Per
	100	1000	100	1000
MRS. F. C. PETERS. The blooms of this new variety are extra large, of a rich, rosy lavender, with a patch of bright crimson on lower petals. More beautiful than Mrs. Frank Pendleton and declared by experts to be the "last word" in the newest introduction of Gladioli.				
		\$10.00	\$8.00	
MRS. G. MOULTON. A giant violet red or cerise. Many open at one time.	3.85	\$35.00	3.35	\$30.00
MRS. H. E. BOTHIN. Flesh salmon-pink, flame scarlet center. A large show flower. As a cut flower variety this is second to none and we predict that it will, before a long time, become as popular as that great favorite, Mrs. Frank Pendleton.	5.50	50.00	5.10	47.00
MERTON W. WENTWORTH (Plain Petaled). Very tall and stately plant, blooms large and widely open. Outer petals delicate pink, shading to Marchal Niel yellow. Back of petals show a tint of very delicate lavender. Lower petals wonderfully blotched American Beauty rose color.	4.00	35.00	3.60	32.00
NIAGARA. A light crocus or primrose yellow, slightly tinted with rose-pink in throat; large open flowers on a strong spike; for color, texture and keeping qualities this Gladiolus is one of the very best.	3.60	32.00	3.35	30.00
ODIN. A sport of Prince of Wales; salmon color with dark blotches; early, good forcer.	4.50	40.00	4.00	36.00
ORANGE BRILLIANT (Prim.). Beautiful orange; extra.	4.50	40.00	4.00	36.00
ORANGE QUEEN. Copper orange, a very unusual and striking shade.	8.50	80.00	8.00	75.00
PEACE. Giant white flowers with lilac feathering in throat of two of the petals; flowers correctly placed on a tall, graceful spike.	2.85	25.00	2.60	23.00
PRINCE OF WALES. Delicate salmon-pink; very large flowers; award of merit and first-class certificate at Haarlem and London; good forcer; very popular.	3.60	32.00	3.35	30.00
PANAMA. The companion to America, which has become very popular. A perfect Hermosa pink in color, with wide open, wax-like flowers; one of the best of the clear pinks; many awards.	2.85	25.00	2.50	22.00
PINK PERFECTION. Showy, bright pink, large.	5.50	45.00	5.00	40.00
PRIMUNELLA (Prim.). A grand ruffled butterfly, orchid-like flower. Orange-saffron color. Beautiful.	8.00		6.00	
ROSE 1910. Early, rose-pink; very desirable cut flower.	3.10	27.00	2.75	24.00
ROSE PEARL. A beautiful pink sport of Halley; superior to Wilbrinck.	4.00	35.00	3.40	30.00
ROSE ASH. Ashes of roses, a decidedly new color which has attracted much attention.	7.00	65.00	6.50	60.00
ROSE LUISANTE. Shell pink, cream throat.	5.50	50.00	5.00	45.00
ROSE GLORY. Purest rose-pink, deeper in throat; ruffled.	4.10	37.00	3.90	35.00
ROSELLA. Delicate rose mauve stained purple and white.	7.00	65.00	6.50	60.00
RUBINI (new). Glowing salmon scarlet with lighter throat; very early, large flower.	7.50	70.00	7.00	65.00
RED, WHITE AND GOLD. White, yellow and red.	5.00	45.00	4.40	40.00
REMEMBRANCE. Deep rose with throat of carmine. Ruffled.	6.50	60.00	7.00	65.00

If You Require Gladiolus Bulbs in Volume, Write for Special Prices

	1½-in. up		1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
SCARLANO. Finely ruffled bright red, a very distinct and beautiful variety..	\$5.00	\$45.00	\$4.50	\$40.00
SCHWABEN. The strongest growing and largest of all Gladioli of yellow color; a clear citron yellow with aster-purple tongue on lower petals.....	2.85	25.00	2.50	22.00
SALMON BEAUTY (Prim.). One of Kunderd's best introductions. Salmon Beauty was awarded the first-class certificate of merit by the Massachusetts Horticultural Society, in the summer of 1919. Early; good forcer.....	3.90	35.00	3.50	32.00
SOUVENIR (Prim.). Pure canary-yellow; very much admired; early, good forcer	4.50	40.00	4.15	37.00
SONIA (Prim.). Beautiful, large bright red. Unusual shade amongst Primis..	3.85	35.00	3.50	32.00
TOPAZ (Prim.). Finest salmon-pink and buff. Very refined and elegant.....	3.90	35.00	3.50	32.00
UNUSUAL. A fine aniline red, beautifully striped and veined red.....	4.50	40.00	4.00	35.00
VESTA TILLY. Blush pink, small lilac blotch. This valuable variety must be seen to be appreciated. We suggest that you include at least a nominal number in your order.....	4.50	40.00	3.90	35.00
WAR. Deep blood-red, shaded crimson-black; very tall and conspicuous; the best Gladiolus of this beautiful shade of red; try it.....	4.50	40.00	4.00	35.00
WHITE BELLE. Delicate blush white, deeper at edges, beautiful throat, tall, strong grower.....	4.50	40.00	4.00	35.00
WILBRINCK. A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals.....	3.00	25.00	2.50	22.00
YELLOW BIRD. A very pleasing shade of yellow, penciled with dark wine color on lower petals.....	3.50	30.00	3.10	27.00
YELLOW HAMMER. Yellow, red mark on throat.....	3.40	30.00	3.10	27.00

MIXTURES

STANDARD MIXED. This mixture is made up of good standard sorts in a big variety and should not be confused with the mixtures of culls and discarded kinds offered in many places. We can recommend this mixture to those wanting a quantity of good flowers at a minimum price.....	\$2.15	\$18.00	\$1.90	\$15.00
LARGE FLOWERING HYBRIDS MIXED. These hybrids, gained by crossing the species of <i>Primulinus</i> with the larger varieties of the <i>Gandavensis</i> type, have retained all the daintiness and graceful form of the <i>Primulinus</i> parent, even to the "hood" formed by the drooping of the upper petal, and have an added beauty of exquisite coloring, from the softest primrose to a beautiful rose.....	2.15	18.00	1.90	15.00
GLORY MIXTURE. The par excellence of Gladiolus mixtures.....	4.50	40.00	4.00	35.00

VIRGINIA [Scarlet Princes]

See illustration on another page of this book. Won first prize at the American Gladiolus Show, Rochester, N. Y., Aug., 1925, also winner of many other awards, 1½ in. up, per 100, \$6.00, per 1000, \$55.00; 1¼ in. up, per 100, \$5.50, per 1000, \$50.00.

N. B.—We also have a moderate quantity of bulbs of this variety measuring one inch to one and one-quarter inch. Price \$5.00 per 100, \$45.00 per 1000.



GLADIOLUS ANNA EBERIUS.

MONA LISA

A KUNDERD INTRODUCTION:

Strong plant. Many flowers open at a time. Of palest soft rose or blushed white. A magnificent almost pure self color. Gorgeous. Price: 1½ inch up, per 100, \$4.00; per 1000, \$35.00; 1¼ inch up, per 100, \$3.50; per 1000, \$30.00.

Extract from the writings of Fritz Bahr, author of "Commercial Floriculture" and for the past 40 years a practical grower.

GLADIOLI—Can You Make Them Pay?

In spite of all that has been said and written about Gladioli, the many years they have been with us and the many beautiful new sorts which have been introduced during the past 20 years, but comparatively few florists make the money out of them they should. To make Gladioli pay one must handle desirable sorts to begin with, start planting from January on up to the time when everybody is filling gardens with them, and plant again for a late crop. A batch of bulbs planted now and followed up every three weeks or so will not only produce the finest spikes from May on but make it a most profitable crop which can be successfully handled in even the smallest greenhouse with 5 ft. of headroom above the benches, and if short on bench room just now you can carry the plants along in 4-in. pots for the next two months and plant out later. A Carnation house temperature does nicely—for extra early outdoor flowering bulbs can be started the same way in pots, say about the first of March, and planted in a frame later. Good sorts cost money, but they are the only ones for the florist to handle, and it pays to take care of them. You can't grow too many, but try to have them in flower at a time when the people who buy them haven't any of their own in the garden.

6 "HIGH-LIGHTS"

In

Cut-Flower

GLADIOLUS

New Large

Flowering Hybrid

"Prim"

or "Art" Varieties

To growers who have had failure under glass with the large flowering Gladiolus this type is recommended. Equally desirable for out-door culture. They cannot only be flowered in a comparatively short period of time, but they not infrequently produce two or more flowers to the first size, properly cured, forcing bulb.

The rich tones contained in some of this new type particularly fit them to the obtaining of "high art" effects and harmonizing in vase and basket work in connection with the new Dahlia-flowered Zinnia, etc.

Mr. George Weinhoeber, the well known Chicago retailer, known from coast to coast for his flower artistry and ability to harmonize flower colors, likewise Holm & Olson, of St. Paul, Minn., and Max Schling, of New York City, both well known for their skill in flower arrangement, have used this particular type of Gladiolus in their high class vase and basket work almost since the introduction of this worthy type.

Alice Tiplady

The introduction of this wonderful variety caused the florists' trade to "sit up and take notice" of the real value of this new type. A grand, large Hyb. Prim. of the most beautiful orange-saffron color. Very choice. Alice Tiplady was awarded the First-class Certificate of Merit by North Shore Horticultural Society, Manchester, Mass., Summer of 1919. Winner of hundreds of later awards. We offer bulbs grown from the originator's (Kunderd) stock.

Alice Tiplady has created somewhat of a sensation in the European cut flower markets, one English grower having recently purchased from us 50,000 of same for present delivery.

	100	1000
1½ inches and up.....	\$4.00	\$35.00
1¼ to 1½ inches.....	3.70	32.00

WONDERFULLY
PRODUCTIVE

ONE-AND-ONE-QUARTER-INCH BULBS OF ALICE TIPLADY, MAIDEN BLUSH AND ROSE LUISANTE SEEM TO BLOOM AS FREELY AS DO ONE-AND-ONE-HALF-INCH BULBS. TRY THEM FOR FORCING.



Illustration above indicates, insofar as printed matter can convey, the striking effect which can be realized by the use of new large-flowering hybrid or "Art" Gladiolus combined with A. B. C. Gold Medal Dahlia-Flowered Zinnias, etc. Arrangement by George Weinhoeber, the well known retail florist of Chicago. "Maiden Blush" Gladiolus Predominating.

Maiden's Blush

This Gladiolus has a combination of qualities that promise to make it one of the most popular varieties in existence. Earliest of all. Forces in seven weeks. Most attractive and charming, deep enchantress pink. Free-blooming. Produces an average of two spikes from first size bulbs when forced, and when grown outside the second size bulbs often act in the same manner. Prolificness. Makes an abundance of large bulblets that germinate easily. We hold possibly the largest stock of Maiden's Blush in this country. Another variety that holds high prominence in England—some growers planting as high as 100,000 in a season for the cut flower markets.

1½ to 2 inches.....	100	1000
1¼ to 1½ inches.....	\$2.85	\$25.00
1¼ to 1½ inches.....	2.60	22.00
ROSE LUISANTE. Deep pink, very early, rather tall, well balanced spike. (Extra).	100	1000
1½ to 2 inches.....	\$5.50	\$50.00
1¼ to 1½ inches.....	5.00	45.00
SOUVENIR. Most superb deep yellow self. Tall-stemmed, large hooded flowers facing forward, 4 to 6 open at the same time. Flowers ship and keep exceptionally well. Early.	100	1000
1½ to 2 inches.....	\$4.50	\$40.00
1¼ to 1½ inches.....	4.15	37.00
PRIMUMELLA (R-1915). A grand ruffled butterfly, orchid-like flower, orange, saffron color. Beautiful. (Scarce). 1¼ to 1½ inches, \$6.00 per 100; 1½ inches up, \$8.00 per 100.		
SALMON BEAUTY. Very large flowered. Deep salmon, rich salmon-yellow throat. Certificate of Merit awarded this variety by the Mass. Hort. Soc., and winner of many other awards. A really grand variety for cut flowers.	100	1000
1½ to 2 inches.....	\$3.90	\$35.00
1¼ to 1½ inches.....	3.50	32.00



EXCLUSIVE PRODUCT OF A. B. C. AMERICAN-FRENCH-DUTCH AND JAPANESE BULBS; ALSO AMERICAN ROSES, HYDRANGEAS AND SPIRAEA IN GREENHOUSE OF WASHINGTON PARK, EAST CHICAGO, IND., AT EASTER TIME. YOU CAN HAVE LIKE SUCCESS BY PLANTING A. B. C. "SUPREME" QUALITY STOCKS.

Buying Imported Bulbs, Plants, Etc., in Advance of the Season

Florists generally throughout the country, are realizing forcibly the actual benefit to be obtained in making arrangement early in the year for their needs in Dutch, French, Japanese and other Bulbs. Such action on the part of the buyer enables us to anticipate requirements and take advantage of early quotations which are almost, if

not always, invariably lower than prices ruling when shipping season opens in Europe.

Buyers should bear in mind that in making arrangements for their Bulb needs now they have all to gain since we guarantee market prices at time of shipment. Act at once for your own interests.

Why We Can Supply You With Bulb Stock to Advantage

Our establishments are located at central points, namely, New York and Chicago.

Personal inspection during growing and packing season.

A force of trained employees who "know bulbs," many of whom have had a lifetime training in this particular line.

We advance duty, forwarding, and all expenses, no charge is made for cases or packing, and our invoices show exactly the actual cost of produce placed on cars at American shipping point. Our terms of payment are liberal to buyers of time standing, such extension of

time being allowed on duty and all expenses as well as on cost of bulbs (we do not collect for such at time of shipment as occurs when you import direct); shipping f. o. b. New York or Chicago, thus eliminating all worry and possibility of broker's overcharge to the buyer. Our experts visit the most prominent bulb forcing centers of this country during flowering season as well to keep in close touch with the public demand, thereby insuring our customers varieties that are in keeping with the times.

We can and will make it worth your while to look to us for your bulb needs each season.

A. B. C.

COMPLETE FALL BULB PRICE LIST READY JULY 1st

A. B. C. IMPROVED "ERABU"

The Most Valuable Florists' Lily Introduced to the Trade in the Past Twenty-five Years

During the year of 1919, our Mr. A. Miller made a tour of the Lily producing fields in Japan and noted particularly an exceptionally good type, unusually free blooming, the flowers of which attained a much stronger texture than shown in any other variety. Furthermore, the generally strong character and healthfulness of the plant appealed to Mr. Miller as being the type that florists would appreciate. Arrangements were then made for a supply of these Lily bulbs from the Island of Erabu, sample cases of which were exhibited at the florists' convention held in Detroit, Mich. August, 1919. Florists quickly appreciated this worthy variety and have encouraged us to maintain the high standard of same.

LILIUM "ERABU"

Introduced to America by A. B. C. in the year 1919. Especially recommended to growers who are required to carry Lily plants under comparatively cool temperatures for Easter bloom.

(Erabu Grown, none genuine unless certificate vised by Japanese government accompanies each case.)

LILIUM ERABU

True type, introduced by us in 1919. Exhibited at Detroit in 1919. Per case

7 to 9-inch, 300 to a case.....	} MARKET PRICE
8 to 10-inch, 225 to a case.....	
9 to 10-inch, 200 to a case.....	
9 to 11-inch, 180 to a case.....	
10 to 11-inch, 150 to a case.....	
11 to 12-inch, 130 to a case.....	
11 to 13-inch, 120 to a case.....	

LILIUM HARRISI

(BERMUDA GROWN)

This Lily is again popular and being planted extensively for early bloom—bulbs planted in August usually bloom in January. For Easter plant October-November. We offer bulbs from growers who are painstaking in supplying true type and from selected fields.

6-7—335 to case.....	} MARKET PRICE
7-9—200 to case.....	
9-11—100 to case.....	

SO LITTLE USE FOR LILIES!

"To tell the truth about the matter, we sell so very few Easter Lilies during the year, outside of Easter week, that it doesn't pay us to buy a case of bulbs and try to grow them ourselves." Whenever a florist speaks in that way, he is talking himself out of making money. We are living in an age where Callas are used for bridal bouquets and Easter Lilies are seen at the weddings as well as funerals and on practically every other occasion where flowers are used, but you won't sell any if you haven't any to sell. Get acquainted with the easily grown Lilies; it will pay you. Plant a few cases now and during winter, of cold storage bulbs; let your customers see them in the store or in floral arrangements and you will soon need a good many more cases of bulbs.

Excerpt from remarks of Fritz Bahr, noted Horticultural Writer and Florist, in the Florists' Exchange.



LILIUM ERABU. A. B. C. Improved Strain.

Each case of A. B. C. Erabu Lilies contains government certificate, insuring you of trueness of type and healthfulness of bulbs. Erabu is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom.

What "Fritz Bahr" the Noted Horticultural Writer and Florist Says of the "Erabu" Lily:

(EXCERPT FROM THE FLORISTS' EXCHANGE)

THE RETAIL GROWER'S LILY

Formosum and Erabu Lilies are not superior to the Giganteum or Harrisi, but they can be successfully grown in a 50 deg. house, are easily handled, don't all bloom at the same time and are irregular in height. You can please customers who wish short plants as well as those looking for 4-ft. stems, and an exceptionally high percentage of bulbs will grow into salable plants. But especially take into consideration the fact that a batch of bulbs planted on the same date and grown on in the same temperature, will give you flowering plants over a period of 4 to 6 weeks. What other Lily have we more worthy of recommendation to the retail grower?

LILIUM ERABU

Place order now for delivery from 1927 crop, sizes 7 to 9 inch to 11 to 13 inch. Market price at time of delivery.

SEE NEXT PAGE FOR LIST OF HARDY LILIES.

Year after Year A. B. C. Lilies
continue to be the choice of careful buyers. The reputation that holds so many firm friends for A. B. C. Lily Bulbs is a reliable guide for all who seek quality.

A. B. C. LILY HEADQUARTERS

NEW CROP LILIES

A. B. C. "SUPREME" Quality from Cold Storage LILIUM GIGANTEUM "A. B. C. Mountain Grown"

Lilium Giganteum remains as the standard variety to grow for Easter under heat control. Mountain Grown Lilium Giganteum are superior to the Saitama Grown Giganteum. Saitama is the section where about 75% of the Giganteums are grown and in securing Lilies free from disease and such quality, you are absolutely safe in buying Mountain Grown—cost slightly more but much cheaper at the finish.

	Per Case
6 to 8-inch, case of 400 bulbs.....	\$22.00
7 to 9-inch, case of 300 bulbs.....	26.00
8 to 10-inch, case of 225 bulbs.....	30.00
9 to 10-inch, case of 200 bulbs.....	30.00
10 to 11-inch, case of 100 bulbs.....	30.00

LILIUM MULTIFLORUM

Multiflorum is well known to the trade for its fine flowers. It produces and blooms much earlier than Giganteum and grows slightly taller—demand good and crop extremely short. We offer the following sizes for immediate acceptance:

	Per Case
7 to 9-inch, case of 300 bulbs.....	\$36.00
8 to 10-inch, case of 225 bulbs.....	36.00
9 to 10-inch, case of 200 bulbs.....	36.00
9 to 11-inch, case of 180 bulbs.....	36.00
10 to 11-inch, case of 150 bulbs.....	36.00
11 to 12-inch, case of 120 bulbs.....	36.00
11 to 13-inch, case of 120 bulbs.....	36.00
12 to 16-inch, case of 88 bulbs.....	36.00

LILIUM SCOTTII—Black Stem

A select Lily; grows much taller than Giganteum; grown by some of the leading Lily growers in America exclusively for their Easter crop—absolutely free from disease. We recommend this Lily very highly.

	Per Case
7 to 9-inch, case of 300 bulbs.....	\$35.00
8 to 10-inch, case of 225 bulbs.....	38.00
9 to 10-inch, case of 200 bulbs.....	38.00
10 to 11-inch, case of 150 bulbs.....	35.00
11 to 12-inch, case of 130 bulbs.....	35.00
11 to 14-inch, case of 110 bulbs.....	35.00

GIGANTEUM AUSTRALIS

An early flowering Giganteum; we have seen this Lily in bloom, planted in November, in the latter part of February. To florists who have not excessive heat and wish to secure a good height Giganteum, we recommend this new Giganteum Australis. We have handled this Lily for three years in an experimental way and it has proved very successful. We recommend your trying a case or two—absolutely free from disease.

	Per Case
7 to 9-inch, case of 300 bulbs.....	\$28.50
8 to 10-inch, case of 225 bulbs.....	34.00
9 to 10-inch, case of 200 bulbs.....	36.00

Lilium Giganteum "A. B. C. Mountain Grown" from Cold Storage

We aim to supply Lilium Giganteum the year around and we believe it will be to your interest to arrange for your total anticipated needs now and for delivery as required throughout the season. Write for latest quotations.

"FRITZ BAHR SAYS"

In the Florists' Exchange

"Did you ever plant too many Rubrum or Magnificum Lilies? For the average florist it means just this: He can get along without Rubrum Lilies, even not miss them. On the other hand, those who once get into the habit of using them usually find them such a profitable and at the same time easily handled crop that they try each year to prolong the flowering period, which, with the help of cold storage bulbs, is not hard to do."

(SEE NEXT PAGE)



LILIUM GIGANTEUM. Mountain Grown

L. Rubrum (Magnificum) is particularly desirable for corsage bouquets, memorial designs, etc., while L. Auratum, especially when grown under glass, has practically no competition as a decorative flower.

Planting Table For Giganteum Lilies

Excerpt From "The Florist's Review"

The Review receives so many queries in regard to giganteum lilies, for Easter mostly, but in some measure for other occasions, that it has endeavored to arrange a planting table, with the dates of starting, the approximate time of flowering, and the average temperature needed to bring them into bloom at various periods. Of course these dates are merely approximate; severe cold or intense heat may retard or advance plants, and long spells of dark weather will also have their effect. While some lilies do well when grown comparatively cool, the best success with giganteums is always secured when they are grown warm from the start. Moderate watering is necessary until the pots are nicely filled with roots; then an ample supply is needed. Fresh bulbs require more water at all stages of their growth than cold storage ones; they also require a longer season to come to perfection.

As lilies make all their best roots from the tops, and not from the bottoms of the bulbs, it is an advantage to start them in 4-inch pots, later shifting and burying the bulbs deeper in 6-inch pots, or to put in 6-inch pots at once, setting the bulb well down, and, after growth has started, to give a top-dressing.

Planting Time.		Flowering Time.		Kind of Bulbs.	Temperatures —	
					Start at.	Later.
Jan.	1.....Apr.	10 to Apr.	30.....	Cold storage	55 degrees	65 to 75 degrees
Jan.	15.....Apr.	20 to May	10.....	Cold storage	55 degrees	65 to 75 degrees
Feb.	1.....May	1 to May	20.....	Cold storage	55 degrees	65 to 75 degrees
Feb.	15.....May	10 to May	30.....	Cold storage	55 degrees	65 to 75 degrees
Mar.	1.....May	20 to June	10.....	Cold storage	60 degrees	65 to 80 degrees
Mar.	15.....June	1 to June	25.....	Cold storage	60 degrees	65 to 85 degrees
Apr.	1.....June	20 to July	10.....	Cold storage	60 degrees	65 to 85 degrees
Apr.	15.....July	5 to July	20.....	Cold storage	60 degrees	65 to 85 degrees
May	1.....July	15 to Aug.	5.....	Cold storage	62 degrees	65 to 85 degrees
May	15.....Aug.	1 to Aug.	20.....	Cold storage	65 degrees	70 to 85 degrees
June	1.....Aug.	10 to Aug.	30.....	Cold storage	65 degrees	70 to 85 degrees
June	15.....Aug.	25 to Sept.	10.....	Cold storage	65 degrees	70 to 85 degrees
July	1.....Sept.	5 to Sept.	25.....	Cold storage	70 degrees	75 to 90 degrees
July	15.....Sept.	20 to Oct.	10.....	Cold storage	70 degrees	75 to 90 degrees
Aug.	1.....Oct.	5 to Oct.	25.....	Cold storage	70 degrees	75 to 90 degrees
Aug.	15.....Oct.	20 to Nov.	15.....	Cold storage	65 degrees	70 to 85 degrees
Sept.	1.....Nov.	10 to Nov.	30.....	Cold storage	65 degrees	70 to 85 degrees
Sept.	15.....Nov.	25 to Dec.	20.....	Cold storage	65 degrees	70 to 85 degrees
Oct.	1.....Dec.	15 to Jan.	10.....	New season bulbs	60 degrees	65 to 80 degrees
Oct.	15.....Jan.	5 to Jan.	30.....	New season bulbs	60 degrees	65 to 80 degrees
Nov.	1.....Jan.	25 to Feb.	15.....	New season bulbs	60 degrees	65 to 80 degrees
Nov.	15.....Feb.	10 to Mar.	1.....	New season bulbs	55 degrees	65 to 75 degrees
Dec.	1.....Feb.	25 to Mar.	15.....	New season bulbs	55 degrees	65 to 75 degrees
Dec.	15.....Mar.	10 to Apr.	1.....	New season bulbs	55 degrees	65 to 75 degrees



STANDING WREATH
Illustrating the Use of *Lilium Speciosum Rubrum*
(*Magnificum*)

with orchids in an unusually high class piece of designing. Sent by the Emperor of Japan as a tribute to our late President Warren G. Harding. Photograph furnished by the well-known florists, J. H. Small & Sons, Washington-New York. *Lilium Rubrum* (*Magnificum*) cannot be excelled for supplying "tone" to most all kinds of floral work.



LILIAM AURATUM (Gold Banded Lily of Japan)

Excerpt From The American Florist by "Jay Dee"

Flowers of "Class"

While visiting with one of our prominent Chicago retailers a few days ago he displayed to me a large spray composed of *Lilium Rubrum* (*Magnificum*) blooms tied at the base with a bow of chiffon, immediately above which were several bunches of pure white and lavender sweet peas; the background being of ferns. The whole produced a very rich and high toned effect. Said florist informed me that this arrangement was his piece de luxe, especially during the summer season, and the particular spray referred to was for one of his wealthy customers who requested that "something different" be furnished and at open price. His charge was the sum of \$50.00 for this particular spray. The possibility for a good margin of profit with such a combination as here mentioned needs no comment on my part.

Lilium Rubrum (*Magnificum*) bulbs can now be secured from dealers during almost the entire year through the fact that they are carried in cold storage and planted by many growers semi-monthly so as to insure almost continuous bloom. They succeed best in a cool temperature under glass, and from early May can be planted out in the open ground to come into flower during August. They require a light friable and well drained soil, succeeding best in, at least partial shade. Some growers following the plan, cultivate them in lath houses under which the bulbs seem to thrive two years or more without being disturbed. Numerous growers arrange with their dealers for a certain number of cases of them when the new crop of bulbs come in November and December, and for shipment during the ensuing months from cold storage as wanted. *Lilium Magnificum* is truly a money maker for the florists, both grower and retailer, and their popularity is jumping by leaps and bounds.

A prominent Ohio grower cultivates the above named lilies in discarded window glass boxes 18-24, setting them about 6 inches below the top. As can be readily believed, these boxes can be set into any waste space in the greenhouse and moved around at will. After bloom has passed the boxes are laid on their side, allowed to rest for a period of months, and then started into growth again for another crop. A moderate amount of bone meal is added as fertilizer.

LILIAM SPECIOSUM MAGNIFICUM

Improved Rubrum (White Ground, Pink Spotted)

Size	Price Per Standard Full Size Case	Price Per 100
7 to 9 inch, 220 to case	\$22.00	\$12.00
8 to 9 inch, 200 to case	22.00	13.00
8 to 10 inch, 170 to case	22.00	15.00
9 to 10 inch, 150 to case	22.00	18.00
9 to 11 inch, 130 to case	24.00	22.00
10 to 11 inch, 120 to case	24.00	23.00
11 to 12 inch, 90 to case	24.00

LILIAM AURATUM—Gold Banded Lily of Japan

Cream, spotted chocolate-red with gold band through center of each petal.

Size	Price Per Standard Full Size Case	Price Per 100
8 to 9 inch, 170 to case	\$20.00	\$14.00
8 to 10 inch, 150 to case	20.00	16.00
9 to 10 inch, 120 to case	20.00	18.00
9 to 11 inch, 100 to case	20.00
10 to 11 inch, 90 to case	22.00

25 bulbs priced at 100 rate, less than 25 bulbs invoiced at 20 per cent advance over 100 prices.

LILIAM SPECIOSUM ALBUM—White

Size	Price Per Standard Full Size Case	Price Per 100
8 to 9 inch, 200 to case	\$34.00	\$20.00
8 to 10 inch, 170 to case	35.00	24.00

LILIAM AURATUM—Platyphyllum

Size	Price Per Standard Full Size Case	Price Per 100
8 to 10-inch, 150 to case	\$30.00	\$24.00
9 to 10-inch, 120 to case	31.00	28.00

A. B. C. LILY HEADQUARTERS



LILIUM CANDIDUM, ALSO CALLED ST. JOSEPH'S OR MADONNA LILY
Northern French-Grown Type

LILIUM CANDIDUM

(See Illustration Opposite)

A most desirable white flowered hardy Lily for outdoor culture. Perfectly hardy and continues to bloom from year to year.

20-22 ctms.....	} Northern French Grown }	Market Price
22-24 ctms.....		
24-26 ctms.....		
26 ctms. up.....		

New Chinese Regal or Royal Lily

LILIUM REGALE OR MYRIOPHYLLUM

SEE ILLUSTRATION BELOW

One of the most beautiful of all known lilies, the exquisite blending of tints and colors forming a charming contrast with the rich, deep-green foliage. Highly recommended for general culture both for the open ground and for pots.

The outside of the flower is white, very faintly tinged with yellow at the base of the trumpet, and with pink at the point. The midribs are purple. The inside shows a bright canary-yellow deep in the throat, shading to pure white with just a hint of pink showing through from the outside. Mature bulbs produce plants 3 to 4 feet high, bearing 3 to 10 flowers.

Size 5 to 6-inch circumference, per doz., \$4.50; per 100, \$35.00.



THE REGAL LILY

General List of Hardy Lilies. Note: We do not supply a less number than 12 of a variety of Lilies offered on this page

Prices quoted are per dozen, per 100 and per 1,000 in the order given.

Batemani—Three to four feet high with five to ten flowers of reddish-orange color. Blooms in July or August...\$2.00 \$15.00 \$140.00

Canadense—Bell shaped blossoms which vary in red and yellow colors. Three to five feet high.....\$1.00 \$8.00 \$70.00

Pardalinum (Leopard Lily)—Rich scarlet and yellow flowers, spotted with rich brown. Robust and free-flowering.\$2.00 \$15.00 \$140.00

Elegans Mixed—Mixed shades of orange..... 1.00 7.00 60.00

Hanson—Attains height of three to five feet. Reflexed blossoms two inches across, petals bright orange-yellow, faintly spotted brown, eight to twelve in a cluster, flowering in June or early July. \$7.00 per dozen; \$50.00 per hundred.

Superbum—Three to six feet high, flowers from five to forty, nodding brilliant orange-red. Blooms in July.....\$1.50 \$9.00 \$80.00

Krameri. Unique for its color and grows from 2 to 4 feet high. The funnel-shaped finely formed flowers are 6 inches or more in length and as much across, of a beautiful clear pink color, often shaded blush. \$1.50 per dozen; \$10.00 per hundred.

LILIUM TIGRINUM

The old-fashioned "Tiger Lily." Florists are again taking up the cultivation of this showy, bright orange Lily with black spots, blooms freely outdoors in midsummer and provides showy material for window decoration, basket work, etc. Single-flowered **Splendens**, per doz., \$1.75; per 100, \$12.00. Double-flowered, per doz., \$2.00; per 100, \$14.00.

American grown bulbs of L. Tigrinum seem to do best.

A. B. C. LILY HEADQUARTERS



A FINISHED "BABY" ROSE
Showing two plants in a 6-inch pot

Florists' Forcing Roses

Roses forced in pots for Easter and other spring holidays have increased greatly in number in the past few years. No plants are more attractive and the demand each spring is larger than the supply. Through contract arrangements with specialist growers we are in position to supply strong two-year-old budded stocks of the highest quality and in the most up-to-date varieties.

BABY ROSES

IDEAL. We consider this the "last word" in Baby Roses. Color intense lustrous garnet; the flowers are produced in very large trusses and are very effective.

BABY RAMBLER (Mme. Levvasseur). Crimson.

BABY TAUSENDSCHON. Pink, white shading.

BABY ORLEANS. Geranium red.

BABY ERNA TESCHENDORF. Rosy pink.

BABY ELLEN POULSON. Cherry-pink.

BABY KOSTER'S ORLEANS. Rosy pink.

And all worth-while varieties.

CLIMBING OR TRAILING VARIETIES

EUGENE JACQUET. A vigorous growing Rose, producing large clusters of fragrant cherry-red flowers. We predict that Eugene Jacquet will be more freely grown for Easter forcing than any of the other sorts usually produced for this purpose.

ROSARIE. Sport from Tausendschon. Like the standard Tausendschon in habit with very charming pink or carmine flowers. An American introduction worthy of much attention. A favorite florists' forcing variety.

TAUSENDSCHON. The buds are cherry-pink, opening to very double flowers of softer shades that eventually fade to white.

DOROTHY PERKINS. Clear cherry-pink, slightly fragrant flowers, borne in great profusion and lasting for a long time.

EXCELSA. H. W. (Walsh, 1908.) An intense crimson, with the edges of the petals a little lighter, produced in immense clusters.

CRIMSON RAMBLER. Great masses of crimson, semi-double flowers are borne by the vigorous plants.

PAUL'S SCARLET, THE BRIGHTEST AND PUREST RED OF ALL PILLAR ROSES

MISCELLANEOUS ROSES FOR POT PLANTS

HYBRID PERPETUAL. (Leading varieties, such as Magna Charta, Paul Neyron, etc.)

HYBRID TEA. (Leading varieties.) 2-year-old budded stock.

ALL ORDERS FOR ROSES BOOKED AT MARKET PRICE.

BENCH OR GARDEN ROSES FOR SPRING DELIVERY

This is now an important department of our business, and we have in Chicago and tributary towns the largest field in the world to draw from. We are generally in position to supply all varieties grown for cut flowers such as Premier, American Beauty, Columbia, Milady, etc. Write for latest market quotations or refer to list in classified columns of the Florists Review, beginning March, 1927.

FICUS ELASTICA

(RUBBER PLANTS) MOSS ROOTED CUTTINGS

Appreciating the importance of shipping Ficus cuttings that are properly rooted, with healthy leaves and packed to reach the buyer in good condition, we have arranged with a specialist in Louisiana for a large supply of same for delivery during the coming season. Ficus Elastica is now one of the most profitable plants which the florist grows. Price on application.



FICUS ELASTICA
(Rubber Plants) Moss Rooted Cuttings

Refer to Classified Pages of Florists' Review for Special Plant Offers

HYDRANGEAS

ABC

SUPREME QUALITY

POINSETTIAS, ETC.

Poinsettias, the Better Kinds

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time



POINSETTIA
Christmas True Red

We have contracted with a specialist grower in California to supply us with a quantity of heavy field plants for propagating purposes and offer same as follows F. O. B. Calif. Delivery spring season 1927.

EARLY RED—TRUE CHRISTMAS RED. (This is the standard variety) **AND PINK.** Price, \$15.00, \$18.00, \$25.00 and \$30.00 per 100 according to size.

OAK LEAVED AND THE NEW VARIETY "HOLLYWOOD" recognized as a big improvement over the "TRUE CHRISTMAS RED." Price: \$25.00, \$35.00 and \$50.00 per 100 according to size.

POINSETTIAS FROM 2½-INCH POTS, DELIVERY JUNE AND LATER (MARKET PRICE)

SPIRAEAS

(NOVEMBER-DECEMBER DELIVERY)

Extra fine two-year-old clumps.

Gladstone. White.....	} PRICES ON APPLICATION
Queen Alexandria. Clear pink.....	
Princess Mary. Rose.....	
America. Lilac rose.....	
And all worth-while varieties.....	

FRENCH HYDRANGEAS

FOR EASTER, MOTHERS' DAY AND MEMORIAL DAY FORCING. FALL DELIVERY

Pot-grown and especially prepared for early forcing.

We now supply this important plant item to many of the largest growers in the U. S. A.—in some instances in carload lots. Our grower invariably finishes them A1 and we can furnish the various sizes in the most saleable varieties.

4½- and 5-in. pots, 3 to 4 shoots.....	} WRITE FOR PRICES
5- and 6-in. pots, 5 to 6 shoots.....	
6-in. pots, 7 to 10 shoots.....	
6- and 7-in. pots, 10 to 12 shoots.....	
7- and 8-inch pots, 12 and more shoots.....	

FERNS

Generally deliverable in quantity May-June, however, we can frequently supply same throughout the year.

We have made a contract with one of the foremost Fern Specialists to supply us with fine, clean stock.

Nephrolepis Bostoniensis. 2¼ inch pots.	Teddy Jr. 2¼ inch pots.
Dwarf Boston. 2¼ inch pots.	Verona. 2¼ inch pots.
	Whitmani. 2¼ inch pots.

F. O. B. EASTERN SHIPMENT

Price of the above, \$7.00 per 100; per 1000, \$65.00.

TABLE FERNS

(IN FLATS, JUNE DELIVERY)

We mention a few of the most desirable sorts, but can generally supply all varieties in commerce. All f. o. b. Eastern Shipment.

Aspidium Tsussimense.	Pteris Wimsettii.	Alexandria.
Cyrtomium	Wilsoni.	Victoria.
Rochfordianum	Serrulata.	Rivertoniana.
	Tremula.	Cretica-Albo-Lineata.

Price of Table Ferns, \$3.00 per flat; 10 flats or more at \$2.75 per flat.

ERICA HEATHER

FALL DELIVERY

LILAC-PINK. The well-known Christmas-flowering Heather. Provides an exceptional pot plant and the flowering branches are much used in fine floral sprays.

F. O. B. California	Estimated express charge per plant to Chicago
Per 100	

3-inch, 100 in case.....	\$ 35.00	15c
4-inch, 48 in case.....	50.00	30c
4-inch, 48 in case (Fancy)	75.00	30c
5-inch, 36 in case.....	100.00	40c
5-inch, 36 in case (Fancy)	125.00	45c
6-inch, 24 in case.....	150.00	80c

FRENCH HYDRANGAEA

A Popular Easter and Mothers' Day and Memorial Day Plant

Gladiolus "Virginia" Is the Outstanding Cut Flower Variety of the Year



CARNATIONS

ABC
SUPREME QUALITY

CHRYSANTHEMUMS

CARNATIONS—CHRYSANTHEMUMS

Rooted Cuttings

Secured from growers in the "Know How" of sending them out, to the end that "the other fellow" will be satisfied.

PLEASE NOTE

That all of the varieties offered on this page are F. O. B. Western shipment—See also offering on page 38 (in New York issue of our catalogue only). Please indicate when ordering as to which stock is desired.—A. B. C.

CHRYSANTHEMUMS—Strong Rooted Cuttings

White	Yellow	Pink	Bronze
Smith's Advance	Yellow Advance	Pacific Supreme	Roy
Oconto	Golden Glow	Pink Chieftain	Indian Summer
White Chieftain	Sun Glow	J. W. Prince	Gladys Pearson
Betsy Ross	Whittier	Pink Turner
Chas. Rager	Adrain's Pride	Dr. Enguehard
Wm. Turner	Celebration	Thanksgiving Pink
White Chadwick	Yellow Turner	E. A. Seidwitz
.....	Golden Chadwick	Chadwick Supreme

Price—The above at \$4.00 per 100, \$35.00 per 1000, except the following: Wm. Turner, Yellow Turner, Pink Turner, White Chadwick, Golden Chadwick, Chadwick Supreme, Roy and Indian Summer which are \$5.00 per 100, \$45.00 per 1000. Gladys Pearson at \$7.00 per 100, \$65.00 per 1000. 250 at 1000 rate.

Pompons, Singles and Anemones.

White	Yellow	Pink	Bronze
Blanche	Zenobia	Minta	Iva
Mensa	Golden Climax	Fairy Queen	New York
Chicago Pearl	Nuggets	Garza	Mad. Beu
.....	Golden Feather	Neola	Hilda Canning
.....	Sunshine	Ross Charm	Frank Wilcox
.....	Christmas Gold	E. D. Godfrey
.....	Imp. Golden Mensa	Western Beauty

All of the above Pompons, Singles and Anemones at \$4.00 per 100, \$35.00 per 1000.

"EILEEN MASSON"

A New Pot Mum You Will Want.

This extraordinary early-flowering Mum can be had for potted plant sales from June 15 to the middle of October. It is in bloom as early as June 15, but can be had for a later date by removing the buds, as it grows a new lot of buds; these in turn can be removed again if bloom is wanted for the middle of October.

It grows only to a height of 12 inches and requires absolutely no pinching to keep it short. Ideal in every respect for a potted plant.

The color is a beautiful dark pink. It grows a double row of petals about two inches in diameter.

EILEEN MASSON received 83 points from The Chrysanthemum Society of America.

Plants out of 2-inch pots,
\$3.50 per doz., \$25.00 per 100

Stock Limited.

CARNATION—Strong Rooted Cuttings

Variety	Per 100	Per 1000
Maine Sunshine	\$12.50	\$120.00
Laddie	12.00	100.00
Spectrum	8.00	75.00
Betty Lou (exceptionally good).....	8.00	75.00
Super Supreme	6.00	50.00
Winsome	6.00	50.00
Edna	6.00	50.00
White Enchantress	5.00	45.00
Enchantress	5.00	45.00
Matchless	5.00	45.00
Morning Glow	5.00	45.00
Pink Matchless	5.00	45.00
Yankee Girl, a new pink variety that has made good in the East.....	15.00	125.00
Arctic, a grand white, free blooming.....	15.00	125.00

Betty Lou Carnation Has "Made Good" Throughout the Country

Cane Stakes. Japanese.

	Per 1000
Green Dyed, 1½-foot, 2000 to a bundle	\$ 3.00
2 -foot, 2000 to a bundle	4.00
2½-foot, 2000 to a bundle	4.50
3 -foot, 2000 to a bundle	5.00
3½-foot, 2000 to a bundle	6.00
4 -foot, 2000 to a bundle	7.00
Natural, 5- to 6-foot, 2000 to a bundle	8.50
6-foot, 2000 to a bundle	10.00
8-foot, 1000 to a bundle	16.00

	Each	Doz.
Chenille. All standard colors, 12-yd. rolls	\$0.45	\$4.50

Chiffon. Bolts 40 to 45 yards. French. 4-inch, all colors, 6c per yard.

Chiffon. Bolts 40 to 45 yards. French. 6-inch, all colors, 7c per yard.

Chiffon, Valley. 6-inch, all colors. French. 9c per yard.

Chiffon, Domestic. 40-yd. bolts, 6-inch. 7c per yard.

Elephant Gauze. Metalline, moisture proof, 6-inch, 8c per yard.

Chip Mats.

Plain Colors, \$1.60 per dozen, \$12.00 per 100.

Plaid Checks, \$1.80 per dozen, \$14.00 per 100.

Galvanized Steel Wire Stakes.

Gauge No. 9	Per 1000	Gauge No. 8	Per 1000
1½ ft.	\$ 5.50	3½ ft.	\$15.65
2 ft.	7.25	4 ft.	16.95
2½ ft.	9.00	5 ft.	20.00
3 ft.	10.50	6 ft.	25.00

Clips. Bulldog. Box of 1000, \$1.00; carton of 10,000, \$9.00.

Clips. Rose Everlasting. Box of 1000, \$3.75; 10 boxes, \$35.00.

Crepe Paper. Papyrus Waterproof.

All colors, per roll 35c; per doz., \$3.60; per 100, \$28.00.

Corsage Pins. Assorted color heads, 4½ in., \$2.00 per gross.

Corsage Shields. Doz., \$2.25; gross, \$20.00. All colors.

Cycas Leaves.

8 to 12, per 100	\$3.00	28 to 32, per 100	\$ 6.50
12 to 16, per 100	3.50	32 to 36, per 100	7.50
16 to 20, per 100	4.35	36 to 40, per 100	9.00
20 to 24, per 100	5.00	40 to 44, per 100	10.00
24 to 28, per 100	5.65	44 to 48, per 100	11.00

Fibre Ribbon. Silk.

White, Pink, Lavender, Purple, Yellow, Red, Moss, Nile, Blue, 50-yd. bolts, 1-inch, \$1.50 per bolt, box of 15 bolts, \$1.40 per bolt.

Tie More Fibre Ribbon. Per bolt, \$1.25, 20 pieces to box at \$1.10.

Greening Pins. New Philly.

Box of 10 lbs., \$2.25; 10 boxes, \$20.00.

Hose, Electric.	100 ft.	50 ft.
¾-inch, per foot	\$0.23	\$0.21
Couplings, 25c each, extra.		

Hyacinth Stakes. (See Match Sticks).

Immortelles. Per bunch 40c; per doz., \$4.50; per 100, \$34.00.

Labels.	Plain	Painted
4 inch, per 1000	\$1.30	\$1.65
5 inch, per 1000	1.60	2.00
6 inch, per 1000	2.00	2.50
8 inch, per 1000	5.00	5.50
10 inch, per 1000	5.50	6.50
12 inch, per 1000	6.10	7.70

Tree Labels. 3½ inch copper wire. 1.95 2.35

Lycopodium, Dyed. 10-lb. cartons, \$2.75 per carton.

Moss, Sheet. \$2.25 per sack; 5 sacks, \$10.00; 10 sacks, \$17.50.

Moss, Sphagnum. Burlapped bales.

	F. O. B. Chicago
1 bale	\$ 1.60
5 bales	7.75
10 bales	15.00

Prices quoted on larger quantities, f.o.b. Woods, 1927 delivery.

Magnolia Leaves. Dr. Dux. Brown, Green, Purple.

\$1.75 per box; 6 boxes, \$1.70 per box; 12 boxes, \$1.65 per box; 100-lb. cases, \$21.00 per case. Red. Per box, \$1.95.

Match Sticks. (Hyacinth Sticks).

Dyed Green, 12 inch, per 1000	\$1.95
Dyed Green, 18 inch, per 1000	2.75

Neponset Pots.

Size	Crate Holds	F. O. B. Chicago or New York per 1000
2¼ inch	1000	\$ 4.20
2½ inch	1000	4.65
3 inch	1000	5.95
3½ inch	1000	7.45
4 inch	500	9.20
5 inch	500	14.25
6 inch	500	19.10

Paper.

Tissue, American Beauty, 400 sheets	\$ 1.50
Tissue, American Beauty, 4000 sheets	14.00
Green Wax, 400 sheets	2.50

Raffia, Natural. Best grade. Lb., 30c; 5 lbs., at 25c; 10 lbs., at 23c; 100 lbs., \$20.00; bales, 225 lbs., \$18.00 per 100.

Ribbonzene. Bon Ton. All colors, 500 yd. spool, \$2.00.

Shower Ribbon.

No. 2 white, picot edge, 50-yd. bolts, each \$2.00; per doz. bolts, \$1.75 each.

German Statice—White.

Best Statice on market. Imported by us direct from Germany.	
1 lb. lots	\$1.15
10 lb. lots, per lb.	1.00

Colored Statice.

Purple, Gold, Silver, Lavender, Pink, Blue, Red, per lb. \$1.75

Thread, Green. "Best Yet." Box of 8 spools, \$1.40.

Tinfoil. Plain 5 inch, 6 inch and 7 inch.

1 lb., 25c; 10 lbs., \$2.35; 100 lbs., \$20.00.
Green or Violet, 45c per lb.; 10 lbs., 40c per lb.

Toothpicks. (Wired).

Plain box, 10,000	\$ 2.50
Plain box, 50,000	11.50
Green box, 4,500, 4 inch	2.75
Green box, 3,000, 6 inch	2.50
Green box, 10,000	2.75

Twine, Cotton. 5-lb. sacks, 3- to 4-ply, 55c per lb.

Wire. 12 lbs. to box, cut 12 inch and 18 inch.

No. 18	\$1.60	No. 26	\$3.25
No. 20	1.90	No. 28	3.90
No. 22	2.15	No. 30	4.20
No. 24	2.65	No. 32	4.65

Wire Work. At standard prices; all designs.

FLORISTS' HIGH GRADE FERTILIZERS

CHICAGO IS THE "FOUNTAIN HEAD" FOR SUPPLY

Sold Under the Basis of Guaranteed Analysis

Fertilizers. All prices quoted f. o. b. Chicago, except where quoted f. o. b. New York.

	100 lbs.	500 lbs.	1000 lbs.	Ton
Wizard Pulverized Sheep Manure, f. o. b. Chicago	\$2.65	\$10.00	\$18.00	
Wizard Pulverized Sheep Manure, f. o. b. New York	3.25	15.00	26.50	50.00
Wizard Cattle Manure, f. o. b. Chicago	2.65	10.00	18.00	
Wizard Cattle Manure, Shredded, f. o. b. New York	3.25	15.00	26.50	50.00
Rose Growers' Bone Meal	3.75	15.00	28.00	55.00
Regular Grade Bone Meal	3.35	14.00	26.00	50.00
Blood and Bone	3.25	14.00	26.00	50.00
Star Acid Phosphate, 16 per cent.	2.55	10.00	18.00	32.00
Dried Blood	7.00	30.00	55.00	100.00
Special Carnation Mixture. Potash derived from sulphate	3.00	13.00	24.00	45.00
Horn Shavings, \$5.00 per sack; 10 sacks, \$4.75 per sack.				

TO INSURE A GOOD SEED GERMINATION USE "SEMESAN"



The Premier Seed Disinfectant

Controls Disease

Produces Sturdier Plants

Improves Quality

Hastens Germination

Increases Crop Yields

Prevents Damping Off



The Semesan Disinfectants have revolutionized seed disease treatment and represent the most remarkable advancement of the century in scientific agriculture. Trained observers testify that they not only successfully control seed, plant and soil diseases but also exert a stimulatory effect upon the growth of seedlings and plants with a consequent increase in yield and improvement in quality of the crops.

Florists write us such tributes as: "We used Semesan on poinsettia cuttings last summer with excellent results;" and "My Semesan-treated aster seeds gave an almost perfect stand as nearly every seed germinated."

Semesan—Commercial results prove that Du Pont Semesan is the premier seed, plant and soil disinfectant because it is the only chemical which can be applied in either the liquid or convenient dust form to prevent or control effectively a most diversified variety of parasitic diseases and fungoid growths borne by seeds,

bulbs, corms, roots, tubers, plants and grafts, as well as some of those which infest the soils. Too numerous to mention here are the uses for which Semesan is endorsed by agricultural authorities, but booklets containing all the facts will be gladly furnished.

ELIMINATING GLADIOLUS SCAB

Semesan has proved to be a most effective remedy for the elimination of gladiolus scab, several large growers having cleaned their stock of this devastating disease the past season by free application of above.

PRICES FOR DU PONT SEMESAN

2 ozs.	\$.50	25 lbs.	\$ 62.50
8 ozs.	1.60	50 lbs.	122.50
1 lb.	2.75	100 lbs.	240.00
5 lbs.	13.00	350 lbs.	822.50

Semesan Disinfectants Make Good Seeds Grow Better—Send for Free Booklets

"VOLCK"

For elimination of Red Spider, Mites, White Fly, Scales, Mealy Bug, Caterpillars, Aphis, Thrips, etc. One of the most effective insecticides on the market. Descriptive circular free. Per gallon.....\$3.00

5 gallons 9.75
Nico-Fume Liquid. 1-lb. can, \$2.25; 4-lb. can, \$8.00; 8-lb. can, \$15.00.

Nico-Fume Paper, 24 sheets, \$1.25; 144 sheets, \$5.50; 288 sheets, \$10.00.

Nico-Fume Powder, 1-lb., \$1.25; 5 lbs., \$4.75; 10 lbs., \$8.50.

FLORISTS' INSECTICIDES

	Per Gal.
Aphine	\$ 3.00
Cyanogas.	
100-lb. drum	\$25.00
25-lb. tins	8.50
5-lb. tins	2.50
Fungine	3.00

Wilson's O. K. Plant Spray. A powerful, yet harmless efficient insecticide, which has stood the test. \$3.00 per gallon; 5 gallons, \$10.00; \$20.00 for 10 gallons.



ANNIHILATEUM INSECTICIDES

Used under the special directions accompanying the respective numbers these various insecticides have been found to prove very effective for the indicated control as mentioned below:

No. 1	ANNIHILATEUM WHITE-FLY INSECTICIDE	No. 1
Especially prepared for the control of White-Fly, Thrip, Green-Fly, Black-Fly, Mealy-Bug and other insects.		
2-lb. bottle		\$ 7.00
4-lb. bottle		13.00
8-lb. bottle		24.00

No. 2	ANNIHILATEUM MITE INSECTICIDE	No. 2
Especially prepared for the control of Mite on Cyclamen, Chrysanthemum, Geranium, Begonia, Fuchsia, etc.		
2-lb. bottle		\$ 7.00
4-lb. bottle		13.00
8-lb. bottle		24.00

No. 3	ANNIHILATEUM LEAF-MINER INSECTICIDE	No. 3
Especially prepared for the control of Chrysanthemum Midge, Marguerite-Fly, Burdock Leaf-Miner, etc.		
2-lb. bottle		\$ 7.00
4-lb. bottle		13.00
8-lb. bottle		24.00

No. 5	ANNIHILATEUM LEAF-TYER INSECTICIDE	No. 5
Especially prepared for the control of the Greenhouse Leaf-Tyer, (Leaf-Roller) on Chrysanthemum, Cineraria, Snapdragon, Roses, etc.		
8-lb. can		\$12.00

No. 6	ANNIHILATEUM SCALE INSECTICIDE	No. 6
Especially prepared for the control of Brown and White Scale on Ferns, Ivy, Palms, etc.		
Put up in gallon cans		\$4.00

TESTIMONIALS

Cicero, Ill., Nov. 24, 1926.
We have carefully tested and are now using the No. 1 White Fly, the No. 2 Mite, and No. 5 Leaf-Tyer Insecticide and find them very efficient for the control of the various insects they are intended.

All three of these products sincerely merit our recommendation.
FRANK OECHSLIN.

Morton Grove, Ill., Nov. 24, 1926.
We have tried the No. 1 White-Fly Insecticide and find it very good. We have also tried the No. 2 Mite Insecticide and assure you we can readily recommend it to anyone.

The No. 2 Mite Insecticide has proven very satisfactory, as we are able to keep our Cyclamen perfectly clean and free from Mite.

POEHLMANN BROS. CO.,
Carl C. Mueller, Supt. Plant Department.

We are headquarters for Bamboo Cane Stakes, Japanese Mats (direct importations of both, semi-yearly from Japan), Neponset Paper Flower Pots, Sphagnum Moss, Insecticides, Fertilizers, etc. If you are in the market for any of the above mentioned in volume, please write us for latest market quotations.

ORDER NO

Date _____ 192____

AMERICAN BULB COMPANY, 6 ~~Murray St., New York, N. Y.~~

Ship To (Please prefix)
NAME (Mr., Mrs. or Miss)

-c / o

Street _____ P. O. Box _____

Post Office _____ R. F. D. No. _____

**Freight or
Express Address**

County _____ State _____

Please DO NOT Write
in Space Above.

MARK X
SEND BY Over the word designating method
by which shipment is desired

FREIGHT

EXPRESS

BOAT

PARCEL POST

**LOCAL
EXPRESS**

ORDER
FILLED BY
DATE
FILLED

Veg. Seeds

Flo. Seeds

Bulbs

Plants

Sundries

Insect:

Grass Seed

Fertil.

DOUBLE
CHECKED BY

IF OUT OF VARIETY ORDERED KINDLY STATE IF WE
HAVE YOUR PERMISSION TO SUBSTITUTE EQUAL OR
BETTER IN NEAREST WE CAN SUPPLY?

Answer

Shipped Via and Date.[illegible]

KINDLY DO NOT ASK QUESTIONS ON THIS ORDER SHEET, BUT WRITE THEM, AND ALL COMMUNICATIONS REQUIRING AN ANSWER, ON A SEPARATE SHEET AND ENCLOSE WITH ORDER, TO INSURE A PROMPT REPLY.

DISCLAIMER: The American Bulb Co., gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

[SEE OTHER SIDE]

[illegible]

A. B. C. LILY HEADQUARTERS

Year After Year A. B. C. Lilies

continue to be the choice of careful buyers. The reputation that holds so many firm friends for A. B. C. Lily Bulbs is a reliable guide for all who seek quality.



LILIUM ERABU. A. B. C. Improved Strain



LILIUM GIGANTEUM. A. B. C. "Mountain Grown"

A. B. C. "SUPREME"

NEW CROP LILIES

QUALITY OUR FIRST AIM

We are recognized Lily headquarters for American and Canadian florists. This is our main specialty; growers placing their orders with us can rest assured that no better quality or better grading comes to America. Large buyers who are particular and study the business recognize our strength in the Lily business and we are entrusted with orders for from a case to a thousand cases per customer. Our Lilies are shipped to us in iced refrigerator cars; this enables the Lilies to obtain a cool resting period sufficient to place the bulbs in a reasonably dormant condition before delivery to you; growers realize it is necessary to rest a Lily in cold storage before being forced.

As pertains to all merchandise, one cannot expect the best quality at the cheapest price. Some Lily suppliers in Japan know nothing about the horticultural trade and the importance of supplying to the florist fully matured bulbs, but are speculators; they operate in Lily bulbs in Japan as we speculate in cotton and corn here; the seller never sees the merchandise. Low prices are an inducement to buyers. Our Lilies have been known to be the best that come from Japan, shipped to us by men who have been engaged in the business from the time that the first Lily bulbs came from that country. Our supplier controls seed bulbs of true strains of Erabu, and this truthness is maintained. Our last season's imports were more than 11,000 cases; this year our advance sales equal the quantity of last season. This is, we believe, a guarantee of satisfaction.

Lilium Erabu. Introduced by us in the year 1919; exhibited at Detroit convention in August of that year, and of the true type, not the drooping kind, which is sold as Erabu by some Japanese shippers. Picture on page in this advertisement gives true description of our Erabu.

Mountain grown *Lilium Giganteum* is accepted by critical Lily growers as the best *Giganteum* now in use. It is grown in the mountain regions of Japan, free from disease.

In securing Lily bulbs, remember, it is quality, then service, and next cost of the bulbs that should be your interest. The supplying of "honest to goodness" Lily bulbs has built our business—11,000 cases last year. We are jealous of our "Lily reputation" and likewise of the numerous departments which have enabled us to qualify the phrase "Supreme" Quality.

Following is a few of the numerous testimonials we have on file for A. B. C. "Supreme" Quality Lilies:

Adolph D. Mohr, Florist, 76th and Broadway, Kansas City, Mo.

April 6, 1922.

American Bulb Co.,
172 N. Wabash Ave., Chicago, Ill.

Gentlemen: While resetting Lilies, we came to your lot. My nephew, who is sixteen years of age, said this:
"Now, what is the reason that all at once we get into such an even, splendid lot of Lilies so well budded?"

My answer was that they were from the AMERICAN BULB COMPANY, and I feel that they are the best I have on the place. You will have to reserve for me more than my usual lot for next year.

Thanking you for past favors, I remain,

Very truly yours,
(Signed) A. D. MOHR.

Again

Adolph D. Mohr, Florist, 76th and Broadway, Kansas City, Mo.

October 1, 1926.

American Bulb Co.,
182 No. Wabash Ave., Chicago, Ill.

Gentlemen: I have your letter regarding Lilies and since writing you in 1922 as you know you have been supplying me with all of the Lily bulbs grown on my place. So long as you continue to furnish such satisfactory stock my orders for Lily bulbs will be in your hands.

Yours very truly,

(Signed) A. D. MOHR.

N. B.—We believe you can realize like success by looking to us for your Lily bulb needs.
A. B. C.

FOR COMPLETE LIST OF LILIES SEE INSIDE PAGES



CHICAGO TELEPHONES
RANDOLPH 3316-4976

AMERICAN BULB COMPANY

Importers & Growers

CHICAGO
182 N. WABASH AVE.
NORTH OF RANDOLPH

NEW YORK
6 MURRAY ST.
WEST OF BROADWAY



CHICAGO CABLE ADDRESS "BULBS"
A.B.C. AND BENTLEY CODES



GLADIOLUS

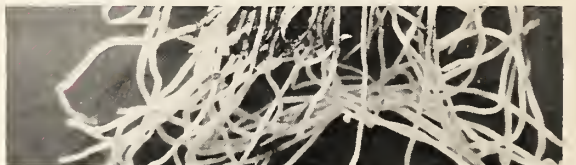
"CALIFORNIA VIRGINIA"

SENSATION *of the* GLADIOLUS WORLD

See Inside Page for Description and Price



Dutch Hyacinth Gertrude, from Second Size Bulbs



Upper Spike Indicates Dutch Roman or Miniature Hyacinth